

**MEDIA ANNOUNCEMENT  
For Immediate Release**

**Mesa Sand Ventures, LLC releases SongManager for Bento,  
catalog management software for independent songwriters**

Las Vegas, NV -- Independent music startup Mesa Sand Ventures, LLC, has announced the upcoming release of their first software product for independent songwriters and artists to manage their music catalogs, called SongManager for Bento.

“With the growth of indie music in film, television, video games and the like, it’s become more important than ever for independent artists and songwriters to have a strong handle on the data concerning their original songs,” says Mesa Sand’s CFO and software designer, Paul Bordenkircher. He describes SongManager for Bento as “an affordable, feature-packed solution for independent songwriters to manage their song catalogs.”

**About SongManager for Bento**

SongManager for Bento is a personal database solution built on the Bento platform, from FileMaker, Inc. It allows a user to track a variety of information split into three main areas: Song Catalog, Contacts and Activity. The Song Catalog area tracks all items about each individual song, including key, tempo, lyrics, genre and style, and includes media fields to store up to 6 audio versions and 2 video versions. The Contacts area is used to log names and addresses of music industry professionals. The Activity area allows a user to track any activity concerning their catalog, such as pitches, linking Contacts to entries from the Song Catalog.

“Now, you can remember which songs you pitched to whom, and when,” Bordenkircher adds. The system will also link documents, such as publishing contracts, to the appropriate songs in the Song Catalog.

SongManager for Bento is scheduled to release in two versions. The Basic Pack includes the SongManager for Bento templates, a Getting Started Guide, User Manual, and a free 30-day trial of Bento. The Super Pack includes all the features of the Basic Pack, and also includes: 1) A nine-part audio series on pitching songs to film and TV listings, with evaluations of the most popular services, and 2) A list of more than sixty industry contacts, provided by The Music Registry ([www.musicregistry.com](http://www.musicregistry.com)), a leading company providing up-to-date contacts in the music industry through print and online services.

Both packs are available as a download only. Minimum system requirements include a Macintosh computer with an Intel, G5 or G4 CPU, 847 MHz and higher running Mac OS 10.5.4 Leopard with 512 MB RAM.

SongManager for Bento is scheduled to go live on October 5th on the product website at [www.songmanagerforbento.com](http://www.songmanagerforbento.com). The Basic Pack lists for \$20; the Super Pack lists for \$45. More information can be obtained at the product website.

### The History of SongManager for Bento

Like many software solutions, SongManager for Bento was designed and built out over the last eight years from a personal need. “My wife, CJ Borden, is a songwriter, and we continually struggled to put together something to manage CJ’s songs and what we were doing with them,” Bordenkircher comments. “We just couldn’t find something to keep track of her music. It seemed other solutions either didn’t exist, or started at a five-figure price point, which is way out of financial range for most independents.”

When Filemaker, Inc., released their new personal database platform, Bento, the solution was finally near at hand. “After many hours of programming and live testing on our own song catalog, we realized there’s probably thousands of other songwriters in the same position,” Bordenkircher notes. “So we decided to release it as an affordable product for everyone.”

### About Mesa Sand Ventures, LLC:

Mesa Sand Ventures, LLC is a forward thinking music, arts and entertainment company based in Las Vegas, Nevada. The principal mission of Mesa Sand Ventures, LLC, is to assist independent artists in the development, promotion and sale of their creative works.

# # #



Media Contact:  
Paul Bordenkircher  
Mesa Sand Ventures, LLC  
(702) 510-0711  
[paul@mesasand.com](mailto:paul@mesasand.com)

### **Mesa Sand Ventures, LLC**

Websites:  
[www.SongManagerForBento.com](http://www.SongManagerForBento.com)  
[www.MesaSandVentures.com](http://www.MesaSandVentures.com)  
[www.Filemaker.com](http://www.Filemaker.com)  
[www.MusicRegistry.com](http://www.MusicRegistry.com)

10040 West Cheyenne  
Suite 170-22  
Las Vegas, NV 89129  
**T** 702.510.0711  
**F** 702.233.2251  
[paul@mesasand.com](mailto:paul@mesasand.com)  
[MesaSandVentures.com](http://MesaSandVentures.com)

Photo link:  
[http://www.songmanagerforbento.com/images/SMfB-logo\\_350x233.jpg](http://www.songmanagerforbento.com/images/SMfB-logo_350x233.jpg)