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YOUR
PEAK**

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YOUR BEST
EVERY DAY**

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THE SUIT
OF THE
SEASON**

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WEATHER
GEAR**

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Orlando Bloom > Chills Out

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THE YEAR
OF THE
HURRICANE**

**IS YOUR
WORKOUT
KILLING YOU?**

**HOW YOUNG
IS TOO YOUNG?**

**>LOLITAS
IN OUR MIDST**

**HOW TO CRUSH
THE OFFICE JERK**

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NOVEMBER 2005
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“Whose Nokia Is Playing Yo La Tengo?”

Introducing indie-rock ringtones

→ By now, 50 Cent could probably retire from “In Da Club” ringtone sales alone. (It was the top-selling jingle of 2004.) Now, with the worldwide ringtone market expected to hit \$4 billion by 2008, the indie kids want in on the action, too. Digital-media company IRIS Distribution has hooked up with trendster labels like Fat Possum and SCI Fidelity to bring bands like Le Tigre, the String Cheese Incident, and RL Burnside to your phone. For about two bucks, you’ll get a thirty-second clip of an original recording—called a true tone—which means when your phone rings, it won’t sound like you’re carrying an old Nintendo in your pants. The labels take up to 60 percent of the revenue from each sale, some of which ends up in the artists’ pockets. “Initially, the labels were skeptical,” says Matt Laszuk, IRIS’s CEO. “But they’re already seeing revenues.” (Among IRIS’s top sellers so far? The String Cheese Incident’s “Round the Wheel.”) Le Tigre’s Johanna Fateman was excited about the possibility: “People like the fact that you can get a ringtone that isn’t ‘Big Pimpin’.” —MICKEY RAPKIN