



RILEY BIOGRAPHY

DESCRIPTIVE PARAGRAPH

Singer/songwriter Riley Biederer's sound is multi-dimensional, although difficult to define. However, if pressed to be categorized, Riley's music can be described as soul-infused pop. Although just in her early 20's, her extensive resume belies her youth. Riley found her calling at the tender age of 7 and since that time, has mapped many musical miles under her feet. She boasts an organic following of almost 400K, partly due to her own spins on popular songs on the video platform YouTube. Milestones include being presented the "Bill Lowery Horizon Award" in 2012 and being discovered by Grammy-award winning Producer Matt Still – whose efforts were key in Riley being signed to Sir Elton John's "Rocket Music." But she is perhaps best known for her dynamic appearance during Season 9 of The Voice – where she gained notoriety for using her powerful performances, making her the first "one chair turn/twice stolen artist" to make it to The Voice Live Playoffs. In 2016, she released her first EP titled "To Me and You" and was invited to join Nick Carter on his national tour. Having logged over 350 paid performances by the age of 20, Riley continues to be a popular draw for her enthusiastic fan base, appearing both solo and with her band on a national level.

SHORT BIOGRAPHY

Singer/songwriter Riley Biederer's sound is multi-dimensional, although difficult to define. However, if pressed to be categorized, Riley's music can be described as soul-infused pop. Although just in her early 20's, her extensive resume belies her youth. Riley has enjoyed singing since she was a young girl, and at 13 she picked up her first guitar and began writing songs. By age 14, her open mic performances drew strong local acclaim and quickly transitioned to paid three set performances in venues all over North Georgia. At Age 15, Grammy-winning producer Matt Still (Outkast, Elton John, BB King, Joss Stone, Lady Gaga, Patti LaBelle, Jewel) discovered her singing and songwriting talent on YouTube and took her to Elton John who immediately signed her to his international music management company Rocket Music (Elton John, Ed Sheeran). And the accolades kept coming for Biederer...Governor Nathan Deal presented her with the prestigious Georgia Music Hall of Fame's "Bill Lowery Horizons Award" when she was 16.

Rocket Music was instrumental in providing Riley with opportunities to develop her songwriting and vocal skills. Her work with dozens of established writers and producers in Los Angeles, New York, Nashville, Atlanta, Canada and France led to her signing a publishing agreement on her 18th birthday with the world's largest publishing company, Sony/ATV. Riley and Rocket Music parted ways in May of 2015 when Rocket Music closed their North American operations.

Riley continued to perform solo or with her band in Atlanta, Nashville, Los Angeles, Chicago, New York and France, logging over 350 paid performances before the age of 20. Using YouTube covers, many of which were self-produced live recordings, Riley organically built a huge social media following approaching 400 thousand fans, including over 278,000 YouTube subscribers and 76 thousand Facebook fans.

Striking out on her own after leaving Rocket Music, Riley decided to audition for Season 9 of the hit television show The Voice. As a member of Pharrell Williams' and Gwen Stefani's teams, Riley used powerful performances to become the first "one chair turn/twice stolen" artist to ever make the Voice Live Playoffs.

Upon conclusion of the Voice, Riley and her band were chosen by the international booking agency APA to be the opening support act for Nick Carter's North American tour which kicked off in Sacramento, CA on February 24, and covered 24 cities in 32 nights -- bringing her first EP to her fans while on tour, also released in February, titled "To Me and You."

Riley remains a popular draw for her enthusiastic fan base, appearing and touring on a national level.

LONG BIOGRAPHY

Singer/songwriter Riley Biederer's sound is multi-dimensional, although difficult to define. However, if pressed to be categorized, Riley's music can be described as soul-infused pop. Although just in her early 20's, her extensive resume belies her youth.

She first found her inspiration at the tender age of 7 in the Disney girls (i.e. Hannah Montana) and desired to emulate them. She began writing songs and singing at age 9, and to date has penned over 200 songs. Picking up the guitar at age 13, Riley, took it a step further and soon began performing at Open Mic events, which announced young Riley's delve into music as a performing artist and garnered her much acclaim, positioning her from emerging artist as a paid professional while performing all over North Georgia.

Says Riley of discovering her early affinity with music, her development as an artist and her career calling, "I grew up listening to a lot of Britney Spears, Avril Lavigne, and Mariah Carey. I think Britney really inspired my love for pop music. Avril inspired a lot of the edginess I love to hear in music. The attitude and the bold lyrics are something I think I have carried with me into my writing style for sure. Last, but of course, not least, Mariah was the one that I think slowly helped me develop the more soulful side of pop. I would definitely describe myself as pop, but there's a lot of rock and soul infused into it. I'm still super influenced by all three of those artists. Obviously, I have grown up a lot, and I would probably add artists Rihanna, Taylor Swift, Tori Kelly, Jessie J, and the band Parachute as large players in the music I've created over the past few years."

With Riley quickly developing a strong presence on the popular video platform YouTube, uploading her own versions of popular hits. These video performances garnered a substantial following -- which led to her being discovered at age 15 by Grammy-winning producer Matt Still (Outkast, Elton John, Jewel, Rod Stewart, Joss Stone, PNAU, Santana, BB King, Lady Gaga, Patti LaBelle, Alice In Chains, T.I., Nelly, Sevendust, Third Day, Bruce Hornsby, Ann Wilson, Steve Walsh, TLC, Arrested Development, Brandi Carlile, and Stevie Wonder). Still brought Biederer into the studio to record demos of her songs, which he then pitched to a few key people, starting with the incomparable Elton John. Biederer was sitting in the cafeteria of West Forsyth High School when she received a cellphone call that would change her life. The caller? Sir Elton John himself, inviting her to sign with his artist management company, Rocket Music Entertainment. A meeting was arranged, and Elton John quickly followed through on his commitment and signed her to his music management company, Rocket Music.

At age 16, Riley Biederer performed her original song, "Who Do You Love" at the Cobb Energy Performing Arts Center in Atlanta, GA on Oct 14, 2012. This was the 34th Annual Georgia Music Hall of Fame Awards show, broadcasted live on Georgia PBS into every home in Georgia. In addition to Riley's performance, the night's entertainment boasted the likes of Sugarland, Lynyrd Skynyrd, 38 Special, Charlie Daniels, Wet Willie, Ace Young and Dianna DeGarmo. A highlight for Riley was when Georgia Governor Nathan Deal presented her with the "2012 Bill Lowery Horizon Award," given annually to a rising young artist with strong ties to GA that is projected to make major contributions to the Georgia music scene in the future. If past history predicts future

success -- considering that the previous year's recipient was Justin Bieber -- this signaled that Riley's star was definitely on the rise.

Rocket music was instrumental in providing Riley with opportunities to develop her songwriting and vocal skills, and all of this momentum led to her working with dozens of established writers and producers in Los Angeles, New York, Nashville, Atlanta, Canada and France, and Riley signing a publishing agreement on her 18th birthday with the world's largest publishing company, Sony/ATV. She stayed with Rocket for a few years, until they closed their North American headquarters in 2015, which had Riley striking out alone. However, when one door shuts, another opens...and she soon auditioned for The Voice, making it to the cast of Season 9, becoming a member of both Pharrell Williams' and Gwen Stefani's teams -- where she also gained notoriety for using her powerful performances in making her the first "one chair turn/twice stolen artist" to make it to The Voice Live Playoffs. On the conclusion of The Voice, she and her band were chosen by the international booking agency APA to be the opening support for Nick Carter's American tour, which kicked off in Sacramento, CA on February 24, 2016 and covered 24 cities in 32 nights. This touring opportunity coincided with the release of her much-awaited debut EP "To Me and You."

About the EP, Riley shares, "The EP is built up of songs that I wrote years ago, and songs that I wrote really recently. So I think not only does the EP kind of grow as you listen track by track, but it's like a summary of what I was creating for the past 4 years of my life. I think the purpose of the EP really wasn't the element of surprise but just to release content for sure. I've never released anything of my own because it never felt like the right time, and now that I'm finally doing it, I think people are going to be just as excited as I am!"

She adds, "I try to write about what's real. I write about love because everybody knows what that's like, good or bad."

Riley continued to perform solo or with her band, racking up over 350 paid performances before the age of 20. Riley has organically built a huge social media following which is approaching 400 thousand fans, including over 278K YouTube subscribers and 76K Facebook fans. This was attained partly by uploading innovative and dynamic covers to YouTube, many of which were self-produced live recordings, and additionally by the sheer number of passionate admirers who have sought out and began to follow Riley after witnessing her enthralling performances on The Voice. Riley remains a popular draw for her enthusiastic fan base, appearing both solo and with her band, touring on a national level, and is much sought-after for top events and festivals.

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