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Cardinal partners with MetroLyrics, announces Milun Tesovic to Board of Advisors

Posted by [Sarah Blue](#) on Tue, October 26, 2010 11:55 AM · Filed under [Denver-Boulder](#) and 12 [other categories](#) · [No Comments](#)

Plenty of news from our Calgary friends [Cardinal](#) today, not only are they headed to the C100's [48 Hours in the Valley](#) looking for funding, they've also announced that they are partnering with [MetroLyrics](#) to improve on their iPhone products and help build their mobile strategy. In the partnership, MetroLyrics will work with Cardinal to evolve and integrate products, and cross promote.

Cardinal is a music participation and insight platform that lets users share what they're listening to, discover new music and friends, create ad-hoc location-based networks, and influence what's playing at 'Cardinal Powered' venues. It is currently offered on iPhones, with Osx/iPad available within the next 2 months and Android, Window phones and Windows desktop available soon.

Along with the partnership, Cardinal announced that the co-founder and CTO of MetroLyrics, Milun Tesovic would be joining the board of advisors at Cardinal. Tesovic started MetroLyrics at 16, following an early passion for technology that led him to create [MetroLyrics.com](#), the most popular online lyrics property in the world and the most visited entertainment site from mobile phones.

Cardinal CEO, Christian MacLean says "We're extremely pleased to be working with Milun and MetroLyrics. The opportunity to apply our mobile expertise to help MetroLyrics continue to build and innovate in the mobile space is very exciting to us, as is the visibility that's key to the growth and evolution of the Cardinal platform." He continues, "The insights and experience in building a leading global brand that Milun brings to our board will be invaluable."

Today, Tesovic is an award-winning, 25-year-old business student and CTO of MetroLyrics. He continues to evolve [MetroLyrics.com](#) with his business partner Alan Juristovski with innovative lyrics applications and services that appeal to the site's large user base. He was named the 2009 National Student Entrepreneur Champion by Advancing Canadian Entrepreneurship (ACE) Canada, and received the Simon Fraser University Entrepreneur of the Year Award in 2008. Tesovic joins Cardinal's current board of advisors, Shelley Kuipers, President and CEO of Chaordix and co-founder of Adventure Capital; and Tyler Nelson, Chairman and CEO of Adenyo and co-founder of YOU | Labs.

The partnership solidifies Cardinal's position as the one to watch in music participation tools. As they are planning on 2011 being a year of significant growth, we're looking forward to seeing what's next from them!

About Cardinal

Cardinal is like Foursquare meets Ping for musical taste-makers. It is a mobile platform that lets users share what they're listening to, discover new music and friends, create ad-hoc location-based networks and influence what's playing at "Cardinal Powered" venues. The Cardinal platform is agnostic – it is not tied to a mobile platform or social network and does not rely on streaming or sharing of music files. As such, it has no DRM or licensing issues to deal with. Additionally, the "Cardinal Remix" project will allow artists or labels to re-brand and customize portions of the Cardinal application to their unique brand to allow fans to win music and connect with other fans. For more information visit [cardinalpower.me](#).

About MetroLyrics

MetroLyrics is the most trafficked lyrics site in the world reaching more than 41 million unique monthly visitors and getting 120 million monthly page views. Through its partnership with Gracenote, MetroLyrics was the first lyrics-dedicated site to provide users with the largest database of licensed, complete and accurate song lyrics and to compensate copyright holders for the content. [MetroLyrics.com](#) is currently the 4th largest music property in the U.S. and the number one online entertainment and music destination for mobile users. The company is based in Vancouver, British Columbia. For more information visit [www.metrolyrics.com](#).



Company: [MetroLeap Media Inc.](#)
Website: <http://www.metroleap.com>
Location: Vancouver, British Columbia, Canada
Founded in 2004, MetroLeap Media Inc. is leading provider of entertainment content within the music Internet market. Its flagship site,... [\[more\]](#)

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About The Author

Sarah Blue

As one of the first members of the Cambrian House team Sarah has been the forefront of the crowdsourcing movement since the term was coined in 2006. She has partnered with startup and community leaders to educate organizations of all sizes about effective methods of harnessing the power of people through social networks. In addition to Cambrian House,...[\[more\]](#)



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