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Music Connection is a leading entertainment industry trade publication for those in the know. In the current issue of Music Connection, AirPlay Direct was featured in the A&R Report. This is what they had to say:

**Airplay Direct will deliver your music to radio programmers absolutely free.** One of the most misunderstood aspects of marketing a record is how to promote it to radio. Major radio labels have been using digital delivery for a couple of years now. In fact, the new **Coldplay** and **Dave Matthews** singles were delivered digitally. This is becoming so common that very soon several major labels will announce that they will no longer be sending out promotional CDs. Digital delivery has proven to be more cost effective and efficient.

To get in on the action, visit [www.AirPlayDirect.com](http://www.AirPlayDirect.com) and see how easy it is to deliver your music to thousands of Program Directors and DJs around the globe free of charge.

Bernard Baur, Music Connection  
A&R Report