



ICM and AirPlay Direct Partnership

We are proud to announce our "strategic partnership" with AirPlay Direct. Our companies have come together for a cross-promotions and advertising effort that will serve to bring a better web presence and expand market base for both companies.

AirPlay Direct is a digital delivery service for artists and labels to deliver their "broadcast quality" tracks to radio stations globally. Robert Weingartz, CEO of AirPlay Direct saw an opportunity to partner with our growing label, for the benefit of our artists, and both companies.

"I think that AirPlay Direct is the finest digital delivery system around, and we are going to do all that we can to help bring awareness to their services via our network of peers and associates", says Dudley Smith, ICM's CEO. Each of our companies will benefit in a very positive way.

ICM will establish a healthy presence at the AirPlay Direct site. ICM marketing clients will benefit greatly from this alliance, as radio stations will receive most of our music this way. AirPlay Direct's system will allow us to grow our distribution footprint, increase our airplay / visibility, and deliver our music quickly, efficiently and cost effectively.

"We understand how technology has changed the game of music promotions", says Smith; "and we want to take advantage of those changes. They make us stronger as a company and will help us to become a major player in the Christian music promotions business.

ICM realizes that with AirPlay Direct in their corner, public perception of the company will rise to a new level. ICM will be able to provide better tracking of our artist's material as it is delivered via the AirPlay Direct system. Radio stations will love how easy it is to receive music from the ICM client base utilizing AirPlay Direct's revolutionary new system. All-in-all, this is an exciting time for the ICM promotions and marketing division, and Airplay Direct. We are proud to be a part of this great partnership.