



IMC RADIO'S WEEKLY RADIO TALK SHOW 'BYRD TALK' ADDS ROBERT WEINGARTZ AS A CONTRIBUTING CO-HOST

For Immediate Release

Ridgeland, MS--On Saturdays and Sundays at noon central time, and then again on those same days at midnight, a radio program airs on IMC Radio (www.imcradio.com) that delves into the fundamentals of breaking into the music business. 'Byrd Talk' is a weekly entertainment business talk show that is hosted by Duane Lamb, owner Impact Media Consulting and IMC Radio and Byrd Pressley, Entertainment Director for Caesars Pocono Resorts and former lead singer of the New Century Platters. Each week 'Byrd Talk' covers the key issues that impact new artists entering into the music and entertainment business as well as established artists. "It's a no-holds-barred discussion that is always very eye-opening and can be intense," Duane Lamb, owner of IMC Radio says. Mr. Weingartz's first appearance on the show will be this Saturday, September 2, 2006 at noon central time.

IMC Radio (Byrd Talk) is proud to announce the addition of Mr. Robert Weingartz, CEO and Founder of [AirPlay Direct](http://www.airplaydirect.com) as a co-host on the program. "Robert's addition to the program is huge given his rich history in working with independent artists through his AirPlay Direct brand. Our listeners deserve the very best and Byrd and I are proud to have him," says Duane Lamb.

AirPlay Direct has proven to be the premier vehicle for independent artists to digitally distribute their product to music industry and radio executives. IMC Radio recently partnered with AirPlay Direct to aid independent artists in their submission efforts.

WWW.IMCRADIO.COM

WWW.AIRPLAYDIRECT.COM