



Olde Vinings Park, 2721 Vinings Oak Dr., Smyrna, GA, 30080
Office: (678) 318-1900

For Immediate Release:
Contact: Robert Weingartz
rdw@airplaydirect.com

"ALL THINGS DIGITAL REGGAE / WORLD" ARTIST CONTEST

Throughout the months of September and October, AirPlay Direct will be running our first FREE "All Things Digital Reggae / World" artist contest. The Grand Prize package will include:

- An Artist Development / Promotion package from the **KRucial Agency** (\$3,000 value)
- A 12 week global PR / Media campaign from **Fly On The Wall Media** (\$6,000 value)
- A custom flash artist web site and SEO package from **Positronic Design** (\$5,300 value)
- A song remix package from **Many Moods of Music** (\$4,000 value)
- An advertising and promotion package from **BigUp Radio** (\$3,000 value)
- A custom band t-shirt package from the **Artshirt Company** (\$1,000 value)
- A "Featured Artist" advertising package from **AirPlay Direct** (\$1,500 value)

The Grand Prize Package is valued at \$23,800.00...!

This contest is **FREE TO ENTER** and very simple... the best song wins. The only three requirements to enter are that you must be an **AirPlay Direct** artist / label member (free to join), your music must fall into the Reggae / World genre and you must submit your **AirPlay Direct** DPK to office@airplaydirect.com prior to the official entry deadline of October 25th. Whether you are an indie artist or a well established record label with a roster, pick your best songs, you can submit from 1 to 3 tracks per artist. Please make sure to note that you are submitting for the Reggae / World artist contest. Deadline for submissions is October 25th. The winner will be announced and "Featured" in the November Radio Programmers Newsletter, as well as in a company press release to all media outlets.



A little about the **KRucial Agency**:

We all need a team to move forward, and a head on our efforts to coordinate what we've got to get where we want. The **KRucial Agency** www.reggae4i.com can help. With 17 years in the music industry, our extensive network of contacts are continuously engaged by phone or online (through our web site, personal emails and content-rich newsletters). Few artists can (or want to) devote their time to the non-musical needs of their career. We're ready to work with you on converting the best of what you've got into more. Give us a call or drop us a line at KRucialAgency@AOL.com and let's discuss where to get started.



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A little about the **Fly On The Wall Media**:

Fly On The Wall Media www.flyonthewallmedia.com specializes in print media. We pitch newspapers, magazines, editors and freelancers, radio with kick and any other media that will help make your CD a success. Review contacts receive a mailed Press Kit with the press release and CD/Multimedia.

Fly On The Wall then arranges interviews and compiles media guest lists while securing previews, features, articles, listings and reviews. We also help arrange airplay, interviews and live appearances on national radio and along the tour route.

FlyOnTheWallMedia.com provides an online resource for journalists (and fans) to find releases, songs, downloadable pictures, media successes and web links. The homepage shows our diverse roster, while revealing a propensity toward rhythm including 'specialty' genres of Reggae, World, and all things Americana. The Skatalites, Cubanismo, Marva Wright, Terrance Simien, David Grisman, John Jorgensen and Frank Vignola currently.



A little about the **Positronic Design**:

Positronic Design www.positronicdesign.com is a full service Graphic Design, Printing and Web Development

company serving the music industry since 1984. Our clients have included Phish, Rakim, Everlast, Dar Williams, Cash Money Millionaires, Xanax25, New Man, Archie Shepp, Yousef Lateef and many others. We have been involved in all aspects of the music promotion and marketing business from independent concert production to CD Cover Design to full artist web sites.

We also manufacture CDs and DVDs, create all the print collateral you could possibly need, and optimize our client's web sites to come up very highly in the search engines. For all the web design, printing and marketing services you need in one friendly and convenient location, call **Positronic Design**.



A little about the **BigUp Radio**:

BigUp Radio www.bigupradio.com was founded out of a love for Reggae music and a desire to share the greatest in Reggae music with fans around the world. For the past seven years **BigUp's** Dancehall and



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Roots radio stations have been among the most listened to Reggae stations online. In October of 2005, **BigUp** added stations for Dub, Soca, Ska, Reggaeton, Dub & Gospel to meet listener requests for the full spectrum of Reggae music. At one and a half million tune-ins each month, these stations are available using iTunes, WinAmp or Windows Media via internet and cell phones using MBN (Mobile Broadcast Network) and SpodRadio (Europe). **BigUp Radio's** web site features one of the largest catalogs of Reggae CDs, DVDs and vinyl as well as the latest in Reggae news, reviews and event listings.



A little about the **Artshirt Company**:

"Merch with a face" - and a conscience - that's how we see ourselves. Because it's not just an online order form or a head-phoned receptionist you'll be dealing with. **Artshirt** walks you through the whole process, helping you with design, going above and beyond the call of duty to provide you the best in pricing, image quality and project branding. Whether you're screen printing, doing embroidery, or building signs and banners, we've worked with the likes of popular band '311' and audio aficionados 'Bose' - so we know the industry's needs and interests. Visit our web site and give us a call, let us show you the **ArtShirtCo** difference. www.artshirtco.com



A little about the **Many Moods of Music**:

Many Moods of Music offers complete music production and audio services. While working with Producer, Musician and Engineer Trevor Sugar, there are great vibes in the studio just north of Ft. Lauderdale. Composing, arranging, recording, remixing a finished piece, or scoring a film is where you'll find the crew.

Many Moods of Music has helped developed several roots and dancehall artists, including Alkebulan, receiving heavy airplay on JA and UK radio. Clients, including the AirPlay Direct contest winner, need only place a studio mix of the winning song in the hands of MMM for the remix treatment to begin. Contact Trevor Sugar, studio@manymoodsofmusic.com

AirPlay Direct... go straight to the source!

For more information on **KRucial Agency** please visit www.reggae4i.com

For more information on **Fly On The Wall Media** please contact www.flyonthewallmedia.com

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