



For Immediate Release:

The Management Agency and AirPlay Direct Announce Partnership

Jacksonville, FL – The Management Agency, Inc. announces the formation of a strategic partnership with AirPlay Direct, which will expand the agency’s array of services to include AirPlay Direct’s digital delivery system. For The Management Agency’s clients, this will be a major means to enhance their presence in the radio market worldwide.

“We’re very excited about our relationship with The Management Agency” says AirPlay Direct CEO and Founder Robert Weingartz. Gary Stripling and his team of industry professionals bring a tremendous amount of expertise, talent and proven successes directly to AirPlay Direct artist members.

The Management Agency provides full-service professional management for touring Christian artists, especially independent artists. Its unique umbrella of services includes event planning and management, artist management & administration, non-profit consultation, graphics arts & web design, domestic and international tour management/administration, and partner/donor development.

“For the independent artist, airplay is crucial. With AirPlay Direct’s free DPK / Digital Promo Kit service, we can share our client’s work with radio stations and music industry decision makers around the globe. Their digital delivery service has streamlined the process of getting press kits out and promoting upcoming concert events,” says Gary Stripling, president of The Management Agency.

“We see our partnership with AirPlay Direct as a huge step in upgrading the type and quality of professional services we can offer our clients,” says Stripling, “and this provides a tremendous bolster for our current marketing and promotions efforts. I’ve been impressed with the quality of support AirPlay Direct has provided us and appreciate the personal attention we have received from its team.”

The Management Agency's current clients are already established with AirPlay Direct and the company now promotes the service as a staple of all of the management packages it offers prospective clients. With this partnership, The Management Agency establishes itself as one of the country’s most unique management companies, providing quality full-service management

and administrative support for the touring Christian artist. Any AirPlay Direct member who retains The Management Agency for professional services will receive a 10% discount.

www.themanagementagency.com

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