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**UMG Nashville Poised to Make Music for Brands**

*Top country music label teams with digital entertainment, promotion specialists to tap consumer goods market*

**/24-7PressRelease/** - FRISCO, TX, July 03, 2008 - Recognizing the rising power of country music, the skyrocketing popularity of the digital medium and an ever-growing interest by brands and retailers to appeal to consumers through music, UMG Nashville, country music's top-performing label, has forged a relationship with specialists in the digital entertainment promotions sector to actively pursue brand sponsorships for its artists.

UMG has teamed with MPP Ventures, a Miami-based digital content strategic consulting group, and Promotional Currency LLC (PC) a Frisco, Texas-based firm that specializes in fixed-cost digital entertainment solutions for the promotional market, to develop unique promotional programs for brands that incorporate the likeness and music of its country music artists.

Under the agreement, MPP Ventures will work with PC—which has already launched 200 digital entertainment promotions in the United States—to match UMG's slate of artists with brands and retailers, and then design innovative promotions that enable the brands to capitalize on the artist's persona and music through a multi-prong digital approach that includes songs, ringtones, images, videos, exclusive artist interviews and more.

MPP Ventures and PC will also look at other opportunities for UMG Nashville, such as incorporating a country star's music and likeness into new video and mobile game releases, and partnering with mobile phone carriers for exclusive pre-releases of country music via ringtones.

Tom Lord, VP Marketing for UMG Nashville, says the partnership with MPP Ventures and PC stems from his label's desire to be at the forefront of the digital entertainment revolution, and its recognition that the emergence of the digital age opens the door to powerful partnership opportunities between musicians and brands.

"Thanks to the digital medium, brands and retailers now have an opportunity to deliver music to consumers in an affordable, easy way. And because country music has such a broad reach that transcends gender, age and income, it's a natural fit," notes Lord, whose label represents country music stars such as Josh Turner, Shania Twain, Sugarland, Lee Ann Womack, Trisha Yearwood, Reba McEntire, Vince Gill and George Strait.

"The bottom line is that the combination of country music and consumer goods makes great marketing sense," adds MPP Ventures Managing Partner Peter Cohen. "Country music is now playing on the radios of over 49 million adults between the ages of 18 and 49 each week, making it the most popular radio format in America. It is a music genre with strong mass appeal, and will be very effective for our clients looking for digital music content promotions."

**About Universal Music Group**

Universal Music Group is the world's largest music company with wholly owned record operations or licensees in 77 countries. Its businesses also include Universal Music Publishing Group, one of the industry's largest global music publishing operations.

Universal Music Group consists of record labels Decca Music Group, Deutsche Grammophon, DreamWorks Nashville, Interscope Geffen A&M Records, Geffen Records, Island Def Jam Music Group, Lost Highway Records, Machete Music, MCA Nashville, Mercury Nashville, Mercury Records, Philips, Polydor Records, Universal Music Latino, Universal Motown Records Group, and Verve Music Group as well as a multitude of record labels owned or distributed by its record company subsidiaries around the world. The Universal Music Group owns the most extensive catalog of music in the industry, which is marketed through two distinct divisions, Universal Music Enterprises (in the U.S.) and Universal Strategic Marketing (outside the U.S.). Universal Music Group also includes eLabs, a new media and technologies division.

Universal Music Group is a unit of Vivendi Universal, a global media and communications company.

#### About MPP Ventures

MPP Ventures LLC, is a strategic consulting/advisory firm that works with media content and rights owners to maximize their business revenue opportunities across the emerging platforms of broadband, wireless and interactive television. MPP's content client base includes digital music/video, original interactive programming, broadband music portals, broadcast and broadband VOD, and digital content promotions in the US, EU and APAC.

#### About Promotional Currency, LLC

Promotional Currency, LLC (PC) (<http://www.promotionalcurrency.com>) is the leading aggregator of digital content for promotional marketing purposes. Combining cutting edge promotional strategies and proprietary financial models, PC offers brand partners the first one-stop source for all online and wireless digital content promotions. As a full turnkey service, PC combines digital music, ringtones, games and other digital content with delivery, hosting, management, co-branding and risk underwriting services to produce a fixed-price model for wired and wireless promotions of all sizes and budgets.

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