

| MEDIA RELEASE | MEDIA RELEASE | MEDIA RELEASE |



**Regency Media introduces Kimchi Creative
A creative services and publicity agency for the entertainment industry**

Over the years Shock's media department has built an enviable reputation in the entertainment industry by marketing, promoting and publicising countless high profile music and film products, artists and events.

"In the last few years as the industry has evolved, the demand for publicity and marketing services from both local and international artists and labels has grown exponentially," Jason Martin (GM Kimchi Creative, former Shock Marketing Manager).

Kimchi Creative is a direct response to this demand.

Establishing Kimchi Creative as a standalone entity within the Regency Media group means it's able to operate as a service centre for Shock, its partners and interested clients. It makes sense to keep doing what we know best, so Kimchi's focus is on clients in the entertainment business - Music and DVD labels, musicians, audio-visual artists, on-line properties, you name it.

"From our own experiences we knew clients would need more than just a marketing and publicity service. Why go to three or four different service providers when you can get the job done in one place by a team who know the industry inside out," Jason Martin.

That's where the idea for a full service agency came from.

"With recent changes within the department structure we are now capable of offering an integrated marketing service centre to both our existing partners and new clients. The flexibility Regency has brought to the Shock business has allowed us to diversify. We now have publicists in both Sydney and Melbourne, as well as our own internal graphic design, visual authoring and web development service," Scot Crawford (GM Marketing and Media Shock Entertainment).

Now with Kimchi we have even more resources and a greater capacity to deliver top quality work. We're happy to offer clients a full range of creative services along with our promotion and publicity expertise and experience organising large-scale product launches, media events and creating cross promotional opportunities with partners outside the music industry.

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