



Media Release

Nancy Tunick returns to GrassRoots Promotion as Managing Partner

Nashville, Tenn. -- Dec. 3, 2008 -- Music industry veteran Nancy Tunick has returned to GrassRoots Promotion as Managing Partner and co-owner after two years as VP Promotion for Warner Bros. Records Nashville. She will join fellow Managing Partner Teresa Johnston in directing the company's radio promotion and music marketing services.

"We couldn't be more pleased to have Nancy return to GrassRoots at this exciting time for marketing new music," said GrassRoots' Teresa Johnston. "Her experience, creativity and work ethic will be invaluable."

Founded in 1997, GrassRoots was among the first Nashville promotion companies to focus on marketing to the hundreds of locally programmed secondary country radio stations located in markets outside of the top 150 DMA's. GrassRoots' services include artist radio tours, HTML email campaigns, CD mail fulfillment, on-air contest promotions and the development of custom digital content and web-based applications. The company's clients include both major labels and leading independent artists.

Contact: Jim Alderdice, Director of Marketing
GrassRoots Promotion
info@grassrootspromotion.com
615.333.1271

