



## Media Release

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### **GrassRoots Promotion announces expanded marketing services for music clients**

*Nashville radio promotion company to offer custom web-based game applications.*

**Nashville, Tenn. -- May 5, 2008** -- GrassRoots Promotion, a radio promotion and music marketing company based in Nashville, Tenn., has announced the expansion of its services for artist and label clients. In addition to the company's traditional radio promotion campaigns, focused on secondary (small- to intermediate-market) country radio outlets, [GrassRoots](#) is now launching a custom digital content division, focused on creating custom Flash applications and widgets for web-based artist promotions, including online trivia games and interactive applications themed to a music artist's single or CD release.

"This is an exciting step forward for our company as we continue to assist our artist clients in fully integrating terrestrial radio airplay and online promotions," said GrassRoots Director of Marketing Jim Alderdice. "There have never been more opportunities for country artists to promote their music and we are committed to fully utilizing these new tools."

Founded in 1997, GrassRoots was Nashville's first radio promotion company focused primarily on building airplay stories in more than 300 secondary markets, i.e., radio outlets located in markets outside of the top-150 U.S. DMAs. The company's clients include both major Nashville labels as well as dozens of leading independent artists and companies. GrassRoots' additional services include artist radio tours, HTML email campaigns, on-air CD giveaway contests, record launch promotions, and concert tour marketing programs.



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