



## Media Release



**To:** All Media  
**For:** Immediate Release  
**Date:** June 17<sup>th</sup>, 2003  
**Cnct:** Eve Mayer Orsburn at (972) 406-6829 or Eorsburn@TMCentury.com  
**Re:** TM Century Launches "PraiseDisc", Christian Music Service

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On July 11<sup>th</sup>, **TM Century** will ship its first **PraiseDisc** to the over 1,800 radio stations in the United States that program any type of Christian music. The **PraiseDisc** service, which is free to radio stations, will cover all new music releases in all Christian music format genres...including Rock, CHR, AC, Inspirational and Gospel.

The **PraiseDisc** service will also include a section on the **TM Century** website which will include a fully-searchable database, liner notes for each song and links to artist and label websites.

**PraiseDisc** will initially publish every other week, but **TM Century** expects to convert it to a weekly service within the first six months.

**PraiseDisc**, a label/artist supported service, will include releases from all the major and many minor record labels in addition to releases from independent artists.

"The explosion in the number of Christian music stations nationally has created a tremendous challenge for the promotional departments of all labels. It has become prohibitively expensive for labels to service all 1,800+ stations. However, since a significant number of Christian stations and Christian record sales are in smaller markets it is critical that these stations get serviced in a timely fashion." explained TM Century President/CEO David Graupner. "People won't buy what they don't know and the only way they know about new songs is by hearing them on their local radio station."

Eve Mayer Orsburn, project coordinator, explained: "Christian radio stations have been begging TM to create a product like this for years. Now with the support of most all of the major labels, we are able to fulfill the stations' needs while at the same time helping the labels to dramatically decrease their servicing costs while simultaneously increasing their station reach."

"PraiseDisc is a fast, easy and affordable tool for labels and artists to disseminate their work. Additionally, TM Century will supply participating labels' promo departments with a complete and accurate database of all recipient stations," said Orsburn.

TM Century's HitDisc product line services over 3,000 secular radio stations world-wide in addition to all major radio networks, most major syndicated programs and every major broadcast corporation.

Dallas-based TM Century, Inc. creates, produces and distributes music-based products for broadcast media use. Product lines include music compilation libraries and services, production music, commercial jingles and radio & TV station identification packages. TM Century's clients include thousands radio & television stations;

radio, television satellite and Internet networks; web sites and portals; the American Forces Radio Network; numerous advertising agencies and commercial businesses. TM Century's products are broadcast on every continent on Earth. (Yep, even Antarctica!) Additionally, TM Century, Inc. owns and operates [www.JingleBank.com](http://www.JingleBank.com), an advertising jingle resource, [www.StudioDragonfly.com](http://www.StudioDragonfly.com) and online station ID resource and [www.HulaBear.com](http://www.HulaBear.com), a consumer oriented production and sound effects library service and Sold-Rite, Inc. ([www.SOLD-RITE.com](http://www.SOLD-RITE.com)) a patent pending, internet-based, content delivery and DRM platform.

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