



FOR IMMEDIATE RELEASE

New Company Launch In Conjunction with TM Century, Inc.

Perfect Mix Music Logs, LLC, a company that specializes in music scheduling for radio, announces the launch of **Perfect Mix**.

Perfect Mix custom schedules a radio station's music log and specializes in five music formats: AC, HOT AC, CHR, COUNTRY and OLDIES.

Each format is programmed by a veteran in that format, with expertise in music targeting and in interpreting music research. All logs come ready to be merged into a station's hard drive system or printed out for the control room.

"There are many advantages to hiring a specialist to schedule your music," says **Perfect Mix** Music Logs, LLC founder Steve Clem. "If a station has limited personnel or if a PD is wearing multiple hats, often the music suffers. By hiring us, you're gaining the expertise and time to make sure the songs and how they are rotated make the right impression with your target audience."

Clem, a 30-year broadcasting veteran, has been a program director or consultant for Citadel, Clear Channel and Entercom. He has been devising music strategy for radio stations nationwide since 1995, when he joined The Research Group as director of programming for AC and Oldies. He formed Perfect Mix Music Logs, LLC in 2002.

"Ultimately, we ensure that your daily music logs are filled with balanced music sets and the homerun songs for your target audience," Clem adds.

David Graupner, President and CEO of TM Century, Inc commented, "**Perfect Mix** is a perfect match for TM Century's music services, to which thousands of radio stations around the world currently subscribe. We're excited to be able to offer another level of programming services to our clients with the introduction of **Perfect Mix** music logs."

"Steve and his team are the best in the business and we believe that **Perfect Mix** music scheduling will greatly enhance not only the on-air sound of stations, but also their bottom line performance."

Perfect Mix music scheduling will be marketed exclusively through TM Century, Inc., based in Dallas, Texas.

For a limited time only, Perfect Mix Music Logs, LLC is offering a deep discount to stations during the initial launch, along with a 90-day trial with no obligation.

For details, contact TM Century:

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