

PRESS RELEASE

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Anaheim goes “Psycho” over Japanese Rock

(Los Angeles, CA) Pacific Media Association (PMA), in conjunction with JpopHouse.com and Sweet Child Entertainment has announced that they will be one of the host venues for the Japanese Jrock band Psycho Le Cému’s first American concert tour. Psycho Le Cému will be holding at least two full concerts at the Anaheim Arena as well as a series of other activities at the Pacific Media Expo (PMX), to be held over Memorial Day weekend, May 29th through 31st, 2004. This five-member band has sold out CD’s, and concert halls all over Japan since 1999. The band has stayed distinctive from other visual bands with their consistent change of look. They have been on several covers of premiere visual and Jrock magazines including, **Gothic Lolita Bible**. Psycho Le Cému is a highly energetic band that is well known for their interaction with their audiences. “We are very excited to have Psycho Le Cému at our convention,” asserted Mike Tatsugawa, CEO of the Pacific Media Association. “We continuously ask our attendees who they want to see. Psycho Le Cému’s name is always on the top of the list.” Psycho Le Cému will be appearing at Pacific Media Expo as a Special Guest, courtesy of JpopHouse.com and Sweet Child Entertainment.

About Pacific Media Expo: America’s first major media show dedicated to Asian-Pacific Media and Popular Culture. Pacific Media Expo is a three-day-long media show sponsored by the Pacific Media Association. Pacific Media Expo will be hosted at the Anaheim Convention Center. The show will feature panel discussions, autograph sessions, Asian Cinema and animation video rooms, art exhibitions and a charity auction. The centerpieces however, will be a concert facility designed to house 5,000 participants and one of the country’s largest exhibit halls dedicated to Asian media and pop culture.

About Pacific Media Association: Pacific Media Expo (PMX) is a trade show dedicated to promoting the Pacific Rim’s entertainment and media industries. PMX is focused on cultural exports such as anime, music, Asian Cinema and comics. The Pacific Media Association is headquartered in Los Angeles, CA.

About JpopHouse.com: Jpop House is the newest member of the House of Anime group, which has been in business since 1992. Jpophouse.com was created to focus on the increasing demand for Japanese music and special music collectables on the Internet. JpopHouse.com is headquartered in Norcross, Atlanta.

About Sweet Child Entertainment: Sweet Child is one of Japan’s most respected rock labels, with other well-known acts such as Luna Sea, Pierrot, Plastic Tree, and more. Sweet Child is headquartered in Tokyo, Japan.

More comprehensive information on Pacific Media Expo can be found at <http://www.PacificMediaExpo.com> or by sending E-mail to press@PacificMediaExpo.com.

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