



PRESS RELEASE

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Music from Asia and Asian America converge at Pacific Media Expo

(Los Angeles) The Pacific Media Association (PMA) has announced it will be hosting its annual Pan-Pacific Music Festival at the Pacific Media Expo on Labor Day weekend, September 3-5, 2005.

“We have grown from four bands to more than 10, representing a wide range of music from adult contemporary to Japanese rock and representing the tastes of the US, Singapore and Japan,” said Mike Tatsugawa, CEO of the Pacific Media Association. “We are honored to welcome Kumiko Kato, PINE*am and Yousei Teikoku from Japan. Corrinne May is coming out of the success of her album, “Safe in a Crazy World,” which hit No. 1 on the charts in Singapore. Dig Jelly is proving to be a huge phenomenon in Japan with strong sales and a growing market. Musicians Jane Lui and Lemon Drop Kick have recently had their music featured in film soundtracks. Kaila Yu and Next Phaze represent the new generation of Asian and Asian-American musicians who are just beginning to take the US music scene by storm. PMX also supports local artists in their quest to make their mark on the music community and we are proud to be hosting Zoo Hero and Random Ninjas.”

Along with the music concert programming, Pacific Media Expo will also be featuring musical acts during the nighttime in its Club PMX, which will feature a mix of DJ’s and live performances. Pacific Media Expo sponsor Buzzin’ Bee Entertainment brings the musical talents of Q-York and Philein to Club PMX. “We’re excited about our partnership with Buzzin’ Bee,” said Mike Tatsugawa, “their relationships and expertise in this segment of the music industry is proving to be one of the keys to reaching out to these new and growing market segments.”

About Pacific Media Expo: America's first major media trade show dedicated to Asian-Pacific media and popular culture, Pacific Media Expo (PMX) is a three-day-long media and industry event sponsored by the Pacific Media Association. PMX will be hosted at the Long Beach Convention Center. The show will feature honored guests, live performances, panel discussions, autograph sessions, Asian cinema and animation video rooms, art exhibitions, a charity auction and one of the country's largest exhibit halls dedicated to Asian media and pop culture. PMX is sponsored in part by *Animerica* Magazine, the Gallery of Fantastic Art, *Sushi & Tofu* Magazine, and Viz Media.

About Pacific Media Association: Pacific Media Association (PMA) is dedicated to promoting the Pacific Rim's entertainment and media industries. PMA specializes in Asia’s cultural exports such as anime and manga, music and live entertainment, live-action television and films, and diverse cultural lifestyles, while building creative communities and promoting Asian awareness within the United States. PMA is the parent of Pacific Media Expo. The Pacific Media Association is located in Los Angeles, California, USA.

About Buzzin’ Bee Entertainment: Buzzin’ Bee Entertainment is a brand marketing promotions company involved in the management and development of musical talent in the urban and/or pop genres. Buzzin’ Bee Entertainment also provides event planning services as well as music business consultation for independent performing artists, musicians and record labels. Buzzin’ Bee Entertainment is based in Los Angeles, California, USA.

For more information about Pacific Media Expo, please go to <http://www.PacificMediaExpo.com> or send e-mail to information@PacificMediaExpo.com.

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