



**For Immediate Release**

**AFFIX MUSIC ADDS CLEAR CHANNEL CREATIVE SERVICES GROUP TO ITS CLIENT ROSTER**

**Atlanta, Georgia** (July 7, 2010) - Affix Music, an Atlanta-based music licensing company specializing in placing independent urban music in television, film, advertising, games, and digital media, has added Clear Channel Creative Services Group (CSG) to its diverse client roster. A one-stop licensing company, Affix has developed an expansive urban music catalog featuring a broad spectrum of pop, R&B/soul, rap/hip-hop, electronica, jazz, blues and gospel, which CSG is utilizing in advertisements across Clear Channel's 800+ radio stations.

"Affix music leverages the talent behind many of today's popular and up-and-coming urban acts, and their sounds give a competitive edge to the ads we create," says Bob Case, Vice President and General Manager of Clear Channel Creative Services Group.

"With over 800 stations under the Clear Channel umbrella, any music solution we utilize must cover major ground in terms of both formats and demographics. In an aural medium such as radio, a premium is placed on the quality and authenticity of music. Sandwiched between programming incorporating the most popular commercial music, radio advertisements have to incorporate the best contemporary sounds available to ensure the listener stays engaged. Our creative staff now use Affix's catalog daily," he adds.

Bridging the gaps between music creators and media clients, Affix understands the licensing process from both sides of the business. Focusing solely on urban music, Affix's experienced music industry professionals designed a user-friendly, Internet-based platform featuring a curated catalog and licensing tools tailored to the specific needs of rap/hip-hop, R&B/soul, electronic, blues, jazz and gospel music creators and the media clients interested in using their music. In the past, media clients have missed opportunities to differentiate their productions and connect with target audiences by leveraging the popularity and universal appeal of urban music. Lack of access, time, effort and cost have often made licensing urban music an impractical consideration for a fast-moving media marketplace that needs to license quickly and affordably with confidence. On the other hand, independent urban music creators have generally had to sacrifice ownership rights or independence in order to increase their income and gain exposure through placement of their music in television, film, advertising, games, and digital media. In creating the first authentic, contemporary and license-ready urban music catalog, Affix helps music creators take control of their art and brand and maximize their assets, while offering solutions for media clients to consistently harness the power of original urban music quickly, easily and cost-effectively.

Affix has placed urban music with some of the biggest brands in the world, including The Walt Disney Company, HBO, BET, and Verizon. The company's work also helped garner a prestigious 2009 Silver Promax Award for WLS-TV ABC 7 Chicago and Blue Cross/Blue Shield. For more information on Affix Music, please visit [www.affixmusic.com](http://www.affixmusic.com).

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