

PRESS RELEASE
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**FORMER TICKETMASTER EXECUTIVES LAUNCH
TECHNOLOGY-BASED ENTERTAINMENT AGENCY 'ROCKHOUSE PARTNERS'**
Via Digital Activation Services, New Technology Products, and Data & Measurement, Company Will
Fundamentally Shift the Way Brands Integrate Sponsorships into Entertainment Properties

NASHVILLE, February 2 – Today former Ticketmaster Entertainment executives officially launch Nashville-based Rockhouse Partners, on the heels of the largest merger approval in music industry history. The technology-based entertainment agency will focus on connecting sponsor brands to consumers in the music and sports industries through digital marketing strategy, online/offline activation programs, and new digital products, along with data aggregation and analysis.

Co-founders Tawn Albright, Kevin Brown, and Joe Kustelski bring to Rockhouse Partners 40+ years combined experience in technology, digital media, consumer products, ticketing, live entertainment, artist management, promotions, start-ups, advertising, and Fortune 500 brands. The trio met at Echo, Ticketmaster Entertainment's digital marketing firm, where Albright served as CEO, Brown led Strategic Marketing, and Kustelski was Vice President of Product & Technology.

"From my days at The Coca-Cola Company in corporate development to Ticketmaster and Echo where we managed the digital presence for more than 250 artists, festivals, and properties; sponsorships have become the glue in connecting brands to the entertainment industry. The way the industry is moving, brands are demanding more value in the form of measuring data and proving ROI. We see a major opportunity to activate brands and fans in a meaningful, relevant, and interactive way," stated Albright.

Rockhouse Partners' initial clients include C3 Presents ([Lollapalooza](#) and [Austin City Limits Music Festival](#)), Lance Armstrong and the [RadioShack Pro Cycling Team](#), [Next BIG Nashville](#), the [Tennessee State Fair](#), Nashville agencies like [redpepper](#), and other entities across the entertainment vertical. The company's target clients are sponsorship brokers, live entertainment properties, brands and their agencies, sports entities, advertising/marketing firms, and media companies.

"We can't say enough great things about Rockhouse," said Courtney Graber, Director of Sponsorships for C3 Presents. "They have the unique ability to grasp digital strategy and technology at the highest level, combine that knowledge with an in-depth understanding of brand sponsorships, all the while being able to manage and measure the most critical success metrics."

While collaborating at Ticketmaster/Echo, the Rockhouse Partners founders fine-tuned their eye toward data by managing 15 million consumer database relationships, 200,000 paid fan club subscriptions, one million mobile fan records, and more than \$25 million in ticket sales annually.

“We launched this venture hell-bent on not creating just another digital marketing firm. We’re creating scalable technology products that address specific business opportunities, we understand the value of data, and we bake measurement into everything we do,” said Kustelski.

In addition to Rockhouse Partners’ initial clients, the company has formed partnerships with Nashville entities including [American Songwriter](#) magazine and email marketing firm [Emma](#); along with Austin-based design/development shop [Smith & Robot](#).

“The response so far to our unique model has exceeded all expectations. We’re busy growing the team, building out our technology platform, and we’re beyond excited to take this next step,” said Brown. “2010 looks bright as we’ll be focusing on business development, with programs planned at South by Southwest (SXSW) in Austin and the annual IEG Sponsorship Conference in Chicago.”

Rockhouse Partners also looks to further support Nashville’s business and music communities. Albright serves on Mayor Karl Dean’s inaugural Music Council, Kustelski led the creation of Nashville’s first Entrepreneur Center through the Chamber of Commerce and the Nashville Technology Council, and Brown spearheaded Digital Nashville’s marketing team.

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About Rockhouse Partners:

[Rockhouse Partners](#) is a technology-based entertainment agency focused on sponsorship creation, activation, and measurement for the rapidly-changing music and sports industries. *To activate* is to set in motion, to make more active, to organize/create, or to accelerate a reaction. And that’s just what Rockhouse does. The ingredients typically include digital marketing, technology and digital products, the highest-level of business strategy, data aggregation and analysis, a whole lot of intellectual curiosity, along with partnership models and new venture creation... but the recipe is never the same. In short: Rockhouse CREATES, MANAGES, and MEASURES every element within the sponsorship life cycle.

Press kit, including founders’ photo, bios, headshots, and logos: www.rockhousepartners.com/presskit

Web: www.rockhousepartners.com

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