

HERTS COMPANY BREAKS INTO URBAN MUSIC SCENE IN USA



New York City June 2006
UrbanPrecinct.com CEO Charlotte Roel introduces new signing Tabi Bonney to
Trade and Industry Secretary Alistair Darling and British Consul- General Sir Philip Thomas.
Photo: L - R Bonney, Darling, Roel, Thomas.

A Hemel Hempstead based company has broken into the urban music scene in the USA thanks to UK Trade & Investment (UKTI).

Creative and media company, 3rd Precinct Ltd, promotes cosmopolitan music through its label Urban Precinct which manages and promotes a number of artists and groups in the pop music industry including UK 17-year old singing sensation Charlie Rose and hotly-tipped Washington DC based commercial hip hop artist Tabi Bonney.

In January this year the directors took part in UKTI's Passport to Export programme which provides help and support tailored to a company's needs. The two directors of Urban Precinct Floyd Adams III and Charlotte

Roel attended two day UKTI-led seminar 'Ensuring Your Export Capability' in Cambridge which prepared them for the export journey ahead of them.

They followed this up by participating in UKTI's prestigious "Aim for America 2006" trade mission to New York in June 06 where they made a number of useful contacts and landed the largest US independent distributor, well renowned KOCH Records for their products.

Charlotte Roel, Director, said:

"Passport to Export has been a wonderful resource for our company in the crucial start-up months for our new digital imprint, Urban Precinct. We were also very fortunate to meet up with the Trade and Industry Secretary, Alistair Darling, along with US congressman Charles Rangel during our trip to New York. This may never have happened without UKTI.

"We are confident that our success so far will lead to more high profile meetings and signings as we are breaking our artists in the lucrative US market."

Sanjay Purohit, International Trade Advisor at East of England International which delivers UKTI's services in the region said:

"This is a very exciting move for Urban Precinct. To establish themselves as a presence on the American music scene has been a huge step forward as it is a notoriously difficult market. They also made use of UKTI's Overseas Market Introduction Service (OMIS) to identify influencers and buyers."

Note to Editors

More photos of the visit to New York are available from GNN East, tel 01223 372789

UK Trade & Investment is the lead government organisation that provides support for UK companies looking to develop international business. It also provides support for overseas companies wishing to invest in the UK. UK Trade & Investment has a wide range of services, backed-up by a network of trade advisors worldwide who can provide

market intelligence, advice on regulations, sales leads, and financial and practical support.

In the East of England UK Trade & Investment services are delivered through East of England International.

East of England International (EEI) is the official regional organisation that provides business support to companies seeking to trade internationally and assists foreign-owned businesses looking to invest in the East of England. EEI is funded by and works in partnership with the UK Government, the East of England Development Agency (EEDA) and a wide range of businesses and partners in the region.

East of England Development Agency (EEDA) is the driving force behind sustainable economic regeneration in the East of England: Bedfordshire, Cambridgeshire, Essex, Hertfordshire, Norfolk and Suffolk. Its vision is to create a leading economy, founded on a world-class knowledge base, creativity and enterprise to improve the quality of life for all who live and work here.

For further information on the above organisations visit:

www.exporteastofengland.com

www.eeia.com

www.eeda.org.uk

www.uktradeinvest.gov.uk

www.urbanprecinct.com