



FOR IMMEDIATE RELEASE

Ivory Productions and Dylanava Studios Launch New Websites Through Impact Artist Promotions

Gwynedd Valley, PA USA - (October, 08) Ivory Productions and Dylanava Studios (owned and operated by renowned Grammy-nominated Engineer and Producer David Ivory) recently launched new websites at www.ivoryproductions.com and www.dylanavastudios.com through Impact Artist Promotions, LLC (IAP), a Pennsylvania-based entertainment marketing company.

David Ivory, noted for working with such accomplished artists as The Roots, Erykah Badu, Kindred, Patti LaBelle (Island Records), Silvertide (J Records), Halestorm (Atlantic Records) and many more, first formed a strategic alliance with IAP in 2004. Since then, IAP has provided website, marketing, and promotional services for Ivory and several of the artists with whom Ivory has worked.

The database-driven websites (hosted at Media Fusion Technologies) are developed in the latest Microsoft .NET environment and feature a custom Content Management System which allows Ivory and his team to control 95% of the site content live 24/7 via Internet browser access. This feature also increased efficiency of content population during the development stages by allowing team members to contribute and edit content remotely.

"We're excited to have these new websites up and running and are already working on a third eCommerce website with IAP," said Ivory. "With the current upheaval of the Music Business and the increasing number of Artists in the market we are placing more importance on making the music the best it can be.

"This new site will make it easier to keep our clients and future prospects up-to-date with ongoing activities here at the studio. The company is expanding and incorporating more of a broad based relationship with the Artists we work with. The mere fact that we work with acts across the country and around the world yields an atmosphere conducive for a synergy that leads to a natural curiosity as to what is going on here at the studio.

"The networking opportunities alone in terms of sharing gigs, the models, and the need to reach your clients with relevance in an ever-changing landscape have been implemented to communicate our message to the masses to connect us with undiscovered talent."

In addition to the numerous artists who've traveled from all over the United States to have the privilege of working with Ivory, current international clients include the groups, FRUIT (Australia) and Coolooloosh (Israel), both of which have toured the world performing and promoting their music.

When Ivory isn't busy scouting and producing top prospective artists, he is an adjunct professor at Drexel University and currently sits on the board of Governors for the Recording Academy and the MCCC Communication Program Advisory Committee. Additional information on David Ivory can be found at www.ivoryproductions.com or by calling (215) 591-9900.

Additional information on Impact Artist Promotions can be found by visiting www.artistpromo.com.

###