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Impact Artist Promotions Launches New Website for Rock Guitarist, Songwriter, Composer and Producer Eric Schock

Gilbertsville, PA USA - (28-Dec-09) Impact Artist Promotions, LLC (IAP) recently completed development of a new website (www.EricSchock.com) for rock guitarist, songwriter, composer and producer **Eric Schock** to support the release of his upcoming solo album, performance skills and songwriting talents on a global level.

The dynamic database-driven site is one of the most comprehensive and powerful artist websites that IAP has developed to date. Developed in the latest Microsoft .NET environment, the site features IAP's custom Content Management System (CMS) which allows the site manager to control 95% of the site content live-time 24/7 via Internet browser access with no knowledge of HTML design required. In addition to controlling the vast majority of text content on the site, Eric's site manager also has complete control over the streaming MP3 player content and functionality, the Flash auto-play slideshow photo gallery, and much more. The site also contains IAP's proprietary Search Engine Optimization package so that it will be found and place well in all major search engines.

In addition, IAP has paired the new site with a matching **Power Press Kit (PPK)**, IAP's electronic press kit of choice for startups, stars and legends on six continents. Since its introduction in 2007, the PPK service is quickly becoming the online promotional tool of choice for industry and artist alike and will assist Eric in his promotional efforts to producers, promoters, the media, record labels and more.

IAP has provided extensive artist-development, management and marketing services to Eric in various capacities since its inception in 2003 in both his previous project – the band Not Alone – and throughout his current solo efforts.

About Impact Artist Promotions:

Impact Artist Promotions, LLC has been providing entertainment marketing and artist development services since 2003 including electronic press kits, website development, complete marketing and promotional packages, booking and management services, media promotions, public relations services, photography and more. Artists with whom IAP has worked have received international radio play, toured the nation opening for national acts, placed music on major-movie soundtracks and gone on to sign record deals with major labels. IAP has also provided contract services for **Wind-up Records** including photography for **Seether's** "One Cold Night" album and bonus DVD and video services for artist **Stefy** and actor **Jesse Metcalfe** (Desperate Housewives).

Additional information on IAP can be found by visiting www.ArtistPromo.com. Additional information on IAP's **Power Press Kits** can be found by visiting www.PowerPressKits.com.

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