



FOR IMMEDIATE RELEASE:

Trio reconnecting to offer music services to Georgia's jazz market

LaGrange/Atlanta Georgia 7-26-2005 ... Coe Cloud, Paul Hammock and Pat Patten are reconnecting after almost 10 years to offer audio and wrap-around video/DVD, web, publicity and promotion services to the burgeoning jazz market in Georgia and beyond. Beginning this month (July 2005) under the Jammates banner, the trio will target Georgia's jazz community offering a myriad of services including location multi-track recording, pro-tools editing and mixing, electronic press kit production, promotional trailer creation, plus press communication and loyalty-building fan programs.

It's been 18 years since Patten's project studio, a Steven Durr designed suite, came on line, but the room hasn't had significant use since the late 1990s. Says Managing Partner Pat Patten, "It's nice to again get some value out of the space; it's especially exciting because we'll be working in my favorite musical genre. Since my college days I've had a deep love for jazz, but the economics just didn't add up to pursue it with a business strategy. Why now you ask? Well, there comes a point in your life where mortality becomes real. I'll be 50 next year and it's time to do what you love, no matter the financial return. That's not to say we don't care about making money – we do – but times have changed; things are much different now. Coe and I would like to leverage the valuable lessons we learned during our tenure with Internet companies and apply them to this music initiative. I think we're going to have a terrific time working with the talent throughout the southeast. Jazz is definitely a niche market, but Atlanta's future growth and demographics should make it the #2 jazz city in the country, if not the world. Plus, by exploiting Internet technologies, our area's jazz can (and should) be shared throughout the globe. Maybe now the struggling jazzman can make some substantive money. We certainly want to do our part to help make that happen."

"It's quite ironic," adds Hammock. "Pat took me in from my wayward rock & roll life in the early '90s and gave me the opportunity to learn the engineering side of the business. He supported my interests in digital audio way back then. We were certainly on the bleeding edge and poured a lot of money into hardware and software that quickly became antiquated.

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It was worth it though because now I have almost 15 years of digital audio engineering behind me. When Pat and Coe shifted their focus to the Internet, I worked with a plethora of music clients in addition to continuing to produce *Star Watch*, aired daily on Georgia Public Radio, plus performed front-of-house (FOH) duties for many nationally-known acts playing in this region. I've worked with many Georgia jazz musicians including Steve Cunningham, Jerry Fields, Bill Hatcher, Randy Hoexter, Adam Nitty, Sam Skelton, and Trey Wright. It will be really great to be a team again. But, the irony is that I'll be able to get him (Pat) up-to-engineering-speed again. He has tremendous business and people skills, and even though he hasn't been focused on audio for quite some time, I've continued to call on him periodically for opinions – music is in his blood and I really value his ears as a producer. It will be cool that he'll now be my engineering student – things really do come full circle - and that we will all be working closely together again. At Jammates, the whole certainly is greater than the sum of its parts."

Coe Cloud rounds out the core team and will bring her artistic compliment of integrating video production (pre-thru-post), DVD authoring, website development and brand building. She will also work with Patten on executing the business strategy of growing the fan-base for the Jammates jazz customers. "We must have a point of difference" offers Cloud. "There are plenty of bedroom project studios, artists that think they're engineers, friends of the band who know a little about web development – you know what I mean. But, to successfully get your message out, you need the time and talents of seasoned professionals. With the exception of a label, I'm not aware of another studio that provides what we offer, or that is willing to get involved at the same level. It takes the combined talents of the artist and the service providers to execute a winning strategy. Sure there are many hireable ad-hoc services out there, but as Pat said, jazz hasn't really been a segment where businesses believed there to be a pot of gold. In some sense this is a labor of love – but I think it's a good thing. We do love jazz! And, we're ready and willing to work hard to draw attention to what's happening musically in our region. Furthermore, it's not out of the question that in certain circumstances we might be willing to take some upfront risks and participate on the backend, just like a label."

Jammates LLC is a Georgia-based music production and promotion company focused primarily on the southeastern jazz music market. More information is available on the Company's website: <http://www.jammates.com>

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