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## MVD Goes Audio

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Prolific music DVD supplier Music Video Distributors is rocking into the audio side of the business.

The company is officially launching its first foray into CD-only distribution, creating the MVD Audio arm.

The overall company is being re-branded and renamed MVD Entertainment Group.

The company will now have three separate divisions, MVD Visual, with the slate of music DVD releases; MVD Audio for CD titles and MVD Distribution, which provides fulfillment for a large catalog of music DVD releases for MVD studio partners.

"2007 will mark the 20th Anniversary of MVD; during this time we have developed a reputation for excellent sales, marketing, reporting & payment," said Ed Seaman, COO of MVD Entertainment Group. "Over the years, artists, managers, labels, and studios have asked us to handle their audio distribution. We are finally making the leap. The infrastructure is 100% in place for MVD to handle the new category, and the new division will be a powerful player in audio distribution."

The launch of MVD Audio will include content agreements with several record labels including Inakustik (Germany), Secret Records Ltd. (UK), and Metal Mind Productions (Poland) as well as some independent artists.

The Inakustik catalog includes hundreds of rock, folk, jazz, world, and blues titles.

Secret Records Ltd. produces live performance recordings from multiple genres including rock, jazz, reggae, punk, ska and more.

The Metal Mind Productions catalog focuses on heavy metal, hard rock, and progressive music.

MVD Entertainment Group will continue to pump music DVD releases into the market as well.

The logo for MVD Entertainment Group features the letters "MVD" in a large, bold, black, sans-serif font. Below "MVD", the words "ENTERTAINMENT GROUP" are written in a smaller, black, sans-serif font.