

FOR IMMEDIATE RELEASE

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Of interest to editors and journalists covering:  
Music/Recording, Radio, Entertainment, Education, MA Business News

Protect-O-Matic Music Launches a New Style Music Management Group and  
New EP from its Flagship Band 'Jive-O-Matic'

50% of Profits from the Band's New Release Will Be Donated To Children's  
Music Programs And Schools.

NORTHAMPTON, MA - Nov. 18, 2003 /Send2Press Newswire/ -- Protect-O-Matic  
Music Inc. ([www.protectomatic.com](http://www.protectomatic.com)) announced today that Jive-O-Matic, a  
new band with a new label using different techniques of marketing, is  
donating 50% of all their profits from their new CD release "Skipped and  
Stripped" from sales online and in various stores. Donations go to  
schools through their Donate-O-Matic Program. Benefiting first, will be  
schools who are participating with them in what they view as a new  
approach to the market. As the bands popularity grows, they plan to  
spend considerable time in schools doing clinics and workshops to bring  
music to children.

Protect-O-Matic Music Inc. is proud to be the new label which signed the  
band November first of this year. Their plans for Jive-O-Matic not only  
include a brand new approach to the market, but also a brand new  
approach to funding and investor security. Loren Weisman, CEO of  
Protect-O-Matic Music Inc. speaks with confidence about the new approach  
stating, "Sales has always been about exchanging a benefit for a reward.  
With Jive-O-Matic, we plan to increase the benefits to apply to many  
more markets than are traditionally attempted and we are confident that  
the rewards will follow."

Jive-O-Matic's sound is described by the members as Methodically Funky  
Groove Pop. Kurt Hilborn of Protect-O-Matic Music Inc., who has helped  
design the marketing plan for the group, calls it, "A unique but  
familiar sound that mixes influences such as The Black Crowes, Prince,  
Stevie Wonder, John Mayer, Jimi Hendrix, and Motown. Jive-O-Matic blends  
solid grooves with a variety of styles that pulls you in and grabs  
hold."

Jive-O-Matic will be introduced to the public unconventionally. None of  
the members will be known until the middle of next year. The website has  
been constructed leaving the musicians as mystery players with nicknames  
using only Protect-O-Matic Music Inc. as their contact.

"This part of the approach brings some mystery to the whole package,"  
states Weisman. Schools and programs that are interested in receiving  
funds from Jive-O-Matic should email for more information at  
[donate@jiveomatic.com](mailto:donate@jiveomatic.com).

Learn more at: <http://www.jiveomatic.com>

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/Note to editors: Review copies of "Skipped and Stripped" available to media professionals on request./

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[ source of news = Protect-O-Matic Music Inc. ]  
ref: [http://www.send2press.com/2archive/2003/pr\\_03\\_1118-protecto.txt](http://www.send2press.com/2archive/2003/pr_03_1118-protecto.txt)

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\*Important Note to Media:  
to reach the organization releasing this news, please contact:  
[info@protectomatic.com](mailto:info@protectomatic.com)

If used for publication, please send specimen copy.

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