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PRESS RELEASE

Upbeat music is back and stronger than ever

Chicago: May 4 2007. The, "Turn It Up America" TV Show observed a remarkable response after it's debut on (WGN Superstation) April 26th at 2:00 am. The requests for the advertised dance music compilation CD churned out an astonishing onslaught of sales that kept the call center extremely busy. According to Georgie Porgie, owner of Music Plant Records and innovator of, "Turn It Up America", "The responses from the fans have been overwhelming. Who would have thought that a TV show that aired at 2:00 AM would cause a thunderous response? We added staff to cover the over flow of phone orders and the hundreds of orders online at the, "Turn It Up America " [website www.turnitupamerica.com.](http://www.turnitupamerica.com)"

This phenomenon of the dance music genre has emerged with great momentum due to the shift in pop culture's new preference to upbeat rhythms. This week, radio stations have been receiving more requests for hip-hop songs that are upbeat with 120 BPM (beats per minute). Because of these trends, "Turn It up America" is being embraced by teens and soccer mom demographics alike.

Doug Ruffin, President of GiGCREATOR a resource for event planners and booking agents to search a data base of talent said, "Since the artists on Turn It Up America TV show and CD have profiles on GiGCREATOR.com. We are still experiencing a lot of overflow from fans who watched the TV show. Doug also went on to say that, "this is perfect timing for a quality dance compilation CD because of the retro feel, great lyrics and the trend toward upbeat music."

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