



**PRESS RELEASE - EFFECTIVE IMMEDIATELY – 30<sup>th</sup> April 2013**

**DJ Central locks in exciting new company partnerships!**

Dance music pioneer Rob Schwartz has collected an abundance of titles, awards and recognition over the years, and now he is bringing his best to DJ Central.

DJ Central is thrilled to announce the news of their partnership with Rob Schwartz, along with all the exciting prospects that come with it.

Rob, as a dance music professional, is undoubtedly an asset to the team. Not only will the company benefit from the approval of a music legend, but DJ Central TV will have the opportunity to exchange and present some of his work on their show. DJ Central are aiming to showcase and feature a number of clips, interviews & videos gathered by Rob over the years, which include internationally acclaimed artists such as Pitbull. The partnership of DJ Central with Rob & his many business's is a huge step forward for both parties.

Rob has been an entrepreneur and a pioneer in the dance music realm for many years, and DJ Central are excited to work with someone who brings such an incredible passion to the table for all things dance, club & house.

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**ABOUT ROB SCHWARTZ:**

With over 10 years in film, TV, and media experience and 20 years in music entertainment, Rob has created quite the empire surrounding his name. He is the CEO & founder of businesses Chetown Films, iFameTV Network, Dance music Mag, WHO?MAG & WHO?MAGdistribution. He is an award winning director/producer & editor and holds significant power within the dance music realm.

Despite the many entities under his belt, Rob actually started as nothing more than a songwriter/producer. Rob switched to the business side working for PolyGram Records in the mid-nineties. Now, his TV show WHO?MAG TV reaches over 200,000,000 households worldwide in all 50 states, along with 3 other nationwide programs. Indie music show iFame TV serves as a key outlet for upcoming acts & Chetown films has become of the top business's in the industry. He has interviewed over 1,500 celebrities and artists, runs 5 top entertainment websites & a music distribution company.

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**ABOUT DJ CENTRAL:**

DJ CENTRAL TV is a new and exciting global dance and house music TV show that features lifestyle segments on all things youth, club, dance, and house music culture, bringing the global clubbing nightlife to your TV screens on FOXTEL's heralded Aurora Channel 183.

Hosted by the dynamic team along with a cast of industry names and artists from all over the world, each week they'll bring you the latest in dance and house music as well as featuring fashion interviews with celebrities from film to music and sport and bringing our own unique Australian feel to the world of dance and house music.

The shows format is built around a local club that we have selected that we feel represents the best of all the things that the show stands for. We will have segments on the venue itself, the latest music video clips, club competitions and promos, and even a latest news segment keeping you up to date with all the latest gossip in the DJ Club scene.

For more information, visit the official DJ Central website: [www.djcentral.tv](http://www.djcentral.tv)

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