



PRESS RELEASE - EFFECTIVE IMMEDIATELY – 19th June 2014

DJ CENTRAL ASIA LIMITED is delighted to announce a new partnership with KINGS ROAD MULTIMEDIA

DJ CENTRAL ASIA LIMITED has recently secured a new partnership with leading music and marketing company Kings Road Multimedia.

Kings Road Multimedia supplies branded digital rewards for on-pack promotions, rewards platforms and marketing campaigns. The content includes Digital Music, eBooks in all formats, Audiobooks and classic films. The company also specializes in designing and manufacturing CD'S, DVD'S, bags and clothing.

DJ Central Asia is the leading branded entertainment production company in the world; incorporating DJ Central TV, Fashion Central TV, Metal Central TV, Jazz and Blues TV, Reggae Central TV, and World Music TV. Kings Road Multimedia will represent and promote DJ Central Asia, production and branded television with Europe and Northern America. DJ Central Asia will be bringing branded TV to all of Kings Road's clients in order to create a brand new platform for brand and audience interaction.

DJ Central Asia's production allows the creation of custom TV shows, putting brands in the driver's seat of the customer engagement and customer awareness. These shows are currently being broadcasted on the Internet, through Smart TV's and several Apps and are always readily available for hungry audiences.

For more information about DJ Central Asia and the latest episode go to www.djcentral.tv

ABOUT DJ CENTRAL ASIA LIMITED:

DJ CENTRAL ASIA 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 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.

DJ Central Asia also incorporates Fashion Central TV, Metal Central TV, Jazz and Blues TV, Reggae Central TV, and World Music TV and more to come.

For more information, visit the official DJ Central website: www.djcentral.tv

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