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News

Colerick, Curtin Form DeepMix

By Staff

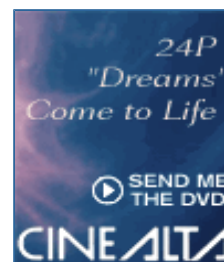
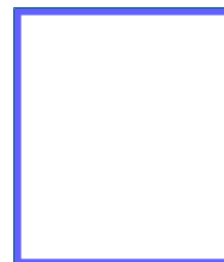
Nov 22, 2002, 16:43 PST

Music industry and advertising veterans Dave Curtin and Brad Colerick have banded together to create a new music supervision company. With extensive industry experience, the two are bringing their talents and expertise to this uniquely positioned venture, DeepMix.

The new entity will specialize in commercial and film music supervision as well as original music utilizing artists, producers, DJs and remixers from the music world. DeepMix will also be involved with soundtracks, music-branded CDs and other niche services.

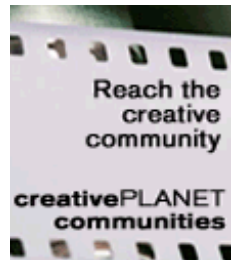
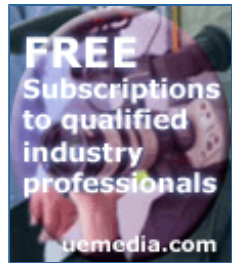
Most recently working as a musical consultant, DeepMix president Colerick won a 2002 London International Advertising award for a recording of Buddy Guy. Coca-Cola, Budweiser, McDonald's, Sears and Reebok, are some of his most notable clients. His projects have utilized the talents of countless artists including Johnny Cash, Shawn Colvin, B.B. King and Veruca Salt.

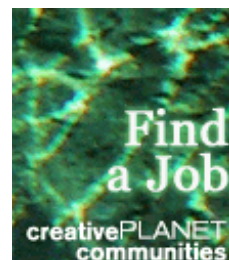
Curtin's music career began as a DJ when he was still a teenager, and through the years he has worked as a record producer and artist manager. He also music supervised New Line Cinema's Poison Ivy 2 and Embrace of the Vampire. Last year, he supervised the Showtime original film, Princess and the Barrio Boy. His commercial experience has been highlighted by a Gatorade spot featuring an original track by L.L. Cool J. Most recently, Curtin was working for HUM Music + Sound Design as director of special projects. As part of its marketing strategy, DeepMix has developed a compilation CD entitled, Hollywood & Vine, featuring signed and unsigned artists, such as Mexico's Kinky (rock/electronica) and the U.K.'s Lamb (ambient pop). The street date for this promotional CD is December 1.



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