



## **FOR IMMEDIATE RELEASE**

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### **SIGNATURE AUDIO UNVEILS TOURING ARTIST, BOOKING AND PRODUCTION MANAGEMENT SISTER COMPANY, SIGNATURE PROFESSIONAL GROUP**

**WIXOM, MI**—The management team at Signature Audio (SA)—a full-service audio sales and technical services company—will now offer artist, booking, touring and production management services with new sister company Signature Professional Group (SPG), Senior Manager Sam Walton announced on Tuesday.

Walton will combine the labors of the two companies to reach a broader customer base by providing services that no other company in the area offers. SPG presents a wide variety of benefits including agency, booking and touring production services for artists, venues, corporations, municipalities and tours along with artist management and representation. Walton conceptualized the SPG model in the first quarter of 2008 in an effort to manage the municipal and corporate events typically produced in-house by SA. But early in 2009, Walton realized that there was a need for something greater.

“SPG has the resources that are along the same lines as the big agency and management houses – but our corporate structure will allow us to be in touch with smaller artists, venues, municipalities and corporate clients,” Walton said. “The problem currently in the market is that if you are a smaller entity looking for entertainment or production management or a smaller artist looking for representation, management or technical services, you don’t have many options. Our goal is to fill that void and provide high-end solutions to the smaller side of the industry.”

SA, with more than 50 years of sound industry experience, will remain as the audio sales, technical services specialist and production supplier that it has grown into over the last six years. Even in a down economy SA has prevailed. In recent years major projects included a complete sound system overhaul at the historic Emen’s Auditorium at Ball State University in Muncie, IN and transforming the infamous Boardwalk into one of the top live-entertainment venues on Put-In-Bay Island, OH. SA is also the company behind the scenes of successful municipal summer concert series in the cities of Northville, Plymouth and Wixom and the entertainment manager at the Plymouth Fall Festival.

Walton feels that SPG will be just as successful as its SA counterpart.

“Even with the current economic climate, I feel that there is definitely a need for the services that SPG will provide,” Walton said. “This is a departure for the Signature Group but I think the destination will benefit everyone.”

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