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RK Entertainment Group and New Breed Entertainment Develop Partnership

Los Angeles, California – January 1, 2006

RK Entertainment Group and New Breed Entertainment have agreed to begin a regular series of concerts in the Los Angeles metropolitan area. They will be working together to showcase signed major Hip Hop and R&B artists, as well as talented unsigned artists attempting to increase their fan base. Both entertainment companies are fairly new enterprises, but are creating a huge impact in the Los Angeles vicinity, including the promotion and management of artists, clubs, and venues.

“Joining New Breed Entertainment in the marketplace to present entertainment acts to the Los Angeles community will prove to be a fruitful venture. We are aiming to bring the best and brightest urban music acts to their fans and people looking for new music with affordable ticket prices,” said Ray McKenzie, principal founder of RK Entertainment Group.

Launching the concert series between RK Entertainment Group and New Breed Entertainment will be Keyshia Cole on January 18, 2006 at Vault 350 in Long Beach, California.

For more information, please contact info@rkentertainmentgroup.com.

For additional information or a sample copy, please contact info@rkentertainmentgroup.com.

About RK Entertainment Group:

RK Entertainment Group was formed in 2005 to provide consulting services and assistance to emerging musical artists in all genres to establish a niche and to maximize their full potential within the entertainment industry. Through years of experience marketing, managing, and financing artists and entertainment events, RK Entertainment Group has developed and maintained a system to increase the profitability of each artist while using new promotional tactics to broaden the exposure of each artist within RK Entertainment Group by organizing and promoting performances, shows, and additional events.

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