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RK Entertainment Group announces RKE Marketing Division

Los Angeles, California – July 3, 2007

RK Entertainment Group has announced the creation and launch of RKE Marketing Division for corporations, music labels, event promoters, and music artists focusing on the urban community.

RKE Marketing Division, a subsidiary of RK Entertainment Group, specializes in the marketing and advertising of artist brands and events focusing on strategic and integrated marketing campaigns designed to attract urban individuals between the ages of 18 and 40. Beginning in the Los Angeles metropolitan area, RKE Marketing is able to reach more than one million individuals through traditional and non-traditional methods to ensure the largest exposure for each brand or event.

“In our short existence, we have established relationships with significant brands in several genres. Combine that with key individuals and entities, and we have created an advertising network of more than one million people directly involved in the urban community of Los Angeles,” says Ray McKenzie, co-founder of RK Entertainment Group. “Our marketing capabilities have spoken for themselves with the continued success of events by RK Entertainment Group and events affiliated with RK Entertainment Group. To be able to offer our marketing and promotional services to companies based in Los Angeles, and those looking to have more exposure in Los Angeles, put us in a perfect direction for future growth and stronger relationships.”

“Our years of experience in marketing and promotions have enabled us to experience significant growth in the size and exposure of our events,” says Kenya Chaney co-founder. “We have decided to not only partner with additional companies, but to offer our expertise to aid in the expansion of brand recognition for events, promoters, artists, and companies focusing on the urban market.”

For information and pricing on the services available by RKE Marketing Division, please contact info@rkentertainmentgroup.com.

About RK Entertainment Group

For more information on RK Entertainment Group, please visit www.rkentertainmentgroup.com or to view our event pictures go to www.myspace.com/rkentertainmentgroup.

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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