



AUSTIN-BASED INDIE MUSIC COMPANY PLAYING IN TRAFFIC ANNOUNCES 2014 ARTIST ROSTER AND EXPANDED GLOBAL GROWTH

The team also takes charge of the Ben Kweller-owned The Noise Company, debuting the successful release of Wild Child's album 'The Runaround'

(AUSTIN, TEXAS – March 2014; source: Juice Consulting) – Austin-based music company **Playing In Traffic** is proud to announce its rapidly expanding business growth and 2014 artist roster. Led by music industry veteran and long time artist manager **Kevin Wommack**, the company operates an indie label, **Playing In Traffic Records**, an artist management arm, **Loophole Management**, and a publishing division, **Playing In Traffic Music**. With the **Jan. 21** release of **Los Lonely Boys'** new album **Revelation** being the first major release from the company this year, Playing In Traffic has added a variety of new acts to its roster and is expanding its reach into international markets. The company also recently took over management for **Ben Kweller's** label imprint **The Noise Company** which just released **Wild Child's** highly successful album **The Runaround**, as well as adding Ben Kweller as a management client.

Playing In Traffic's goal is to curate a diverse roster while building young bands and taking them to a national and international level. In addition to being the home of Grammy-winning multi-platinum recording artists **Los Lonely Boys**, others on the 2014 roster include up-and-coming British band, **The Dunwells**, Austin artists **girl pilot (formerly Sahara Smith)**, **SPEAK**, **Amy Cook**, **East Cameron Folkcore**, **Hunter Sharpe** and **William Graham's The Painted Redstarts**, as well as LA-based songstress **Dame**. With both a label and management company allowing a "hand-in-hand" approach, the company offers a creative and nurturing music haven where its artists can grow and flourish. From international tour management to artist development and promotion, the company provides a broad range of marketing and development services. Playing In Traffic is distributed through **RED**, a division of **Sony Music Entertainment** and The Noise Company distributes through **ADA**, a division of **Warner Music Group**.

The success story of Los Lonely Boys is legendary, Wommack having discovered the band in early 2000 when they were in their teens and playing low-end clubs in Nashville. He has since developed

and nurtured them through the release of their debut album in 2003, which has sold over 2.5 million copies. Their second album, *Sacred*, debuted at number two on the Billboard Charts in 2006. The now six-time Grammy-nominated group has sold over 3.4 million albums to date and won a Grammy for Best Pop Vocal for Duo or Group for their hit single "Heaven." That song also reached #1 on the Billboard 100 singles chart and was named 4th best Adult Contemporary song of all time.

"We are music fans first, then are fanatical about creating a home for artists that allows their freedom to shine," said **Wommack**. "We provide a supportive team that delivers their music while respecting their talents. The diverse background of those who comprise the company is reflected in the diversity of the artists we choose to create careers with." **Playing In Traffic Records** was launched in 2009 as a subset of Wommack's company **Loophole Management** and has quickly become one of Austin's most prominent indie labels. "It really seemed like a natural progression to continue to provide services to our artists, and give them a creative outlet for their music," said **Wommack**. The label was founded by Wommack and co-owner **Ben Shrake**, life long friends with a desire to establish an industry cornerstone in the live music capital of the world.

The team is rounded out by **Mary Jurey**, another seasoned record label vet, who started out in the business working for the artist Mary Chapin Carpenter and subsequently spent time at Columbia Records (west coast) with well-known A&R man John Kalodner, followed by a seven-year stint at New West Records before joining Wommack in 2010. Additional team members include **Emmy Black** who came on board after working for Bar None Records, as well as **Shane Holloman** (IT Services) and jack-of-all-trades **Jake Turner**. In mid-2013, the Playing In Traffic team joined forces with indie rock darling **Ben Kweller**, who was managing his own imprint **The Noise Company**. Wommack was named President of The Noise Company and the rest of the team was brought on board to help steer the label. The label's artists currently include **Ben Kweller** and **Wild Child** and is rapidly expanding. See: www.playingintrafficrecords.com and www.thenoisecompany.com for more information.

***MEDIA EVENTS:**

Playing In Traffic is hosting an invite-only day party at SXSW on the rooftop plaza of Whole Foods Market (downtown location, 6th and Lamar) on **Thursday, March 13**. The party is sponsored by **BMI, Black Fret, LIVE Kombucha Soda and f+M**, and will take place from **12:30 to 6 p.m.** Featured performances will include **East Cameron Folkcore, Hunter Sharpe, Dame, Amy Cook, SPEAK, Sahara Smith and Los Lonely Boys**, along with surprise guests. Playing In Traffic's **Official SXSW Showcase** will be **Friday, March 14** at **The Bungalow** on Rainey Street from 8 p.m. to 2 a.m. It will feature **East Cameron Folkcore, Los Lonely Boys, SPEAK, Dame, Hunter Sharpe and Amy Cook**.

***MEDIA NOTE:**

For general press inquiries or for media credentials to the above Playing In Traffic SXSW events, please contact the team at Juice Consulting:

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