



*... Miles ahead*

A Rodeo East Entertainment company

### **AJA MUSIC & FILM PRODUCTIONS, NY**

Through a careful analysis of customers and the music industry itself, AJA Music & Film Productions identified an unsatisfied core group of customers likely to purchase a certain type of Maverick product if it were produced above average, and readily available. The Film and Record industries have gone through a major transformation from turning out a single “big name” product, to a multi-faceted industry with infinite growth potential. Since the formation of the Independent National Producers in 1990, many independent record companies are free of the obstacles that prevented them attaining commercial success. Independents today are able to distribute their products on a national and international basis without disparate regional distribution systems offered by the major record companies. Aja Music and Film Productions was formed to capitalize on an alternative distribution system, as well as the many new market opportunities that are available as a result of the rapid advancements in technology. The goal of AJA MUSIC & FILM PRODUCTIONS, NY is to obtain a quite achievable 52% return on gross investment on an annual basis, and to establish the company as a leading manufacturer of multimedia products among independent companies during future years with unlimited income potential.

#### **Darrell Lawrence**

As the President and founder of Aja Music and Film Production, NY, & Chief Creative Officer, Mr. Lawrence is a seasoned veteran of the music industry boasting a 25-year track record in Writing, Producing, Performing and marketing, “AJA” enjoys good rapport with key Radio Programmers nationwide and strong relationships with industry peers due to Mr. Lawrence’s close associations forged over the years with them. He has been responsible for the commercial success of numerous major and independent recordings.

An early champion of cutting edge Independent filmmaking (who early on found a Hero in John Cassavetes), and music recording methods (“Pro-Tools” and total Hard Disk recording), Mr. Lawrence has also written, produced & directed for countless Fortune 500 Companies, which included television and radio “spots” for Reebok, Isuzu, Pepsi, and AIDS awareness, along with Standard and (later) High Definition Music Videos, and promotional DVDs for Ford, and The New York City Chocolate Show. He has contributed to major motion picture soundtracks including Ken Russell’s “WHORE,” Deanne Burton’s, “TUFF KIDS,” “Pumping Iron II-The Women,” the Hudlin Brothers’ “House Party,” and "Superman Returns." AJA Music & Film Productions was also a co-producer of Nickelodeon’s “Winky Love” animated children’s series for “Nick-Junior,”



... Miles ahead

where Darrell Lawrence wrote and produced the program's entire soundtrack, including the opening and closing themes. Darrell Lawrence was tapped by Mega-Manager Steven Kurtz of Marquee Management, and became a key figure in spear heading the production team of Bob Allecca & Michael Brown's successful efforts to introduce (a then, brand new) Christina Aguilera to the world stage, as well as re-introducing "The Moments/ Ray, Goodman and Brown," to new and longtime faithful followers. During his performing days, as a drummer, Mr. Lawrence worked alongside influential stars in dance music, such as Fred McFarland (responsible for Jocelyn Brown's "Somebody Else's Guy," and Madonna's "Borderline," "Vogue," and many of her remixes), Malcolm McLaren ("Buffalo Gals"), Mark Ligette ("Let The Music Play") and Trevor Horn (Grace Jones, Frankie Goes To Hollywood, Yes, The Art Of Noise). After aiding creatively in the recording and co-producing of a string of Dance hit singles for Independent SAM Record Label (among them, "This Beat is Mine" and "Super stuff"), and R & B Headliners such as Stephanie Mills, Luther Vandross & Pat Vandross' Gospel ensemble "Circle of Hope," Mr. Lawrence ventured out on his own, writing material and producing it for his own Artists. He has been doing so since 1992, with such artists & hits as "Tell Me Your Secrets" for **Nerrissa Vitello** (Select/Atlantic Records) and "Sun Talking" for **Sekou Sundiata** (Riko-Disk Records), "Till You Come Back," for **The Princess** (Soul - Made/Sony), "Wanna Be Yours" for **Beat-Nik Hood**, "Superman Inside" for **Alexis Guerra**, and "Don't Love You" for **The Lady Jenn Bocian** (all for the latter formed **AM&FP** Label).

Mr. Lawrence and Aja Music & Film Productions, NY, are also devoted to the success of their burgeoning Reality TV shows such as "**In Your Wallet**," (*a creation of Mr. Lawrence's which is designed to show the viewer how to experience what has long been regarded as a luxurious week long vacation with all the imagined amenities, for less than \$1,000.00*), as well as three others currently in development with the assistance of various sponsors, and high-concept music videos shot in HD for a host of new and established Musical artists (Nationally and Internationally know) all to be directed by Mr. Lawrence.