

## TENNER TRANSLATES NEW TALENT INTO CORPORATE & CASINO CURRENCY

Las Vegas, NV- What do Jeep and the Paris Hotel & Casino have in common? They have all benefited from the music business savvy of Lisa Tenner, founder and producer of the world renown EAT'M (Emerging Artists & Technology in Music, [www.eat-m.com](http://www.eat-m.com)) Conference and music impresaria extraordinaire.

Attendance and revenues for the first two concerts Ms. Tenner booked for the Paris' debut Summer Concert Series starred Lifehouse and Dishwalla (June 21) and Uncle Kracker with Rhett Miller (July 12) exceeded expectations. The series promises to continue drawing crowds with names like Aimee Mann (July 26th) with Duncan Sheik, Susan Tedeschi, Bering Strait and others. Operating under her corporate banner, Tenner & Associates, she was also retained by Fusion5 to select the talent for the New Artists Stage at Camp Jeep, a festival that attracted over 10,000 people, last month in Charlottesville, Virginia. According to Tenner, "The new bands I recruited were enthusiastically received by the audience as well as Jeep management. This type of event goes a long way to build brand loyalty in the coveted 18-35 demographic which Jeep considers a pivotal market segment for them."

Tenner's clients depend on her exceptional "new talent radar" which she honed over years of recruiting and managing rock 'n' roll bands. Her unique instincts also led to her founding EAT'M, a groundbreaking international music conference whose Las Vegas showcases have launched dozens of singers, songwriters and bands into recording contracts, performance schedules and publishing. The next EAT'M Conference & Showcase will take place in Las Vegas in Spring of 2004. Tenner may be contacted at [ltenner@aol.com](mailto:ltenner@aol.com).