



**FOR IMMEDIATE RELEASE:**

**Xprnc Media Working with Eagle Rock on National Promotion of Rolling Stones Release**

Detroit, Michigan - June 22nd, 2015 - The June 23rd, 2015 release of Eagle Rock Entertainment's title *The Rolling Stones From The Vault: The Marquee - Live in 1971*, on DVD, Blu-Ray CD/DVD, DVD/LP and digitally, will be supported by 11 key indie retailers in 10 major markets across the country via the digital screen platform of Xprnc Media ([xprncmedia.com](http://xprncmedia.com)).

This rare, compelling, classic show had been missing for decades. It will now be available after careful restoration including a 5.1 surround mix on the DVD and Blu-Ray formats.

The new record includes the live debuts of *Sticky Fingers* songs "Brown Sugar," "Dead Flowers," "Bitch" and "I Got the Blues"; there are also five bonus cuts, as well as a performance of "Brown Sugar" from *Top of the Pops* in 1971.

The promotion with Xprnc Media will include a special showing of the entire film on their 55" HD screens in all 11 stores on Friday, June 26th at 7:00. Every day leading up to the event, the screens will broadcast a static ad every 5 minutes for 15 seconds promoting the release and another separate ad promoting the June 26<sup>th</sup> event. After the event, an ad promoting the release will run for two weeks.

In addition, leading up to the event and for two weeks after it, there will be signage in the stores as well as handbills passed out to customers that will promote the event and the release. As well, the stores will have product on hand to support the release, and, to make this event even more exciting and enticing for customers, the label will provide product for a give-away to some lucky attendees.

The stores will also be working their email lists and their social media networks in order to maximize attendance and encourage online sales.

**ABOUT XPRNC MEDIA:** Xprnc Media is a Detroit based digital-out-of-home (DOOH) advertising platform founded in 2014. Its network of 55" HD screens in 11 top retail entertainment stores in 10 large markets across the country provides advertisers with a new, unique and exciting way to engage consumers.

**ABOUT EAGLE ROCK:** Eagle Rock Entertainment is a London based producer and distributor of music, films and programming for movies, TV, DVD/Blu-ray and digital media. Its films and programs feature many great acts such as Queen, The Rolling Stones, Pink Floyd, Eric Clapton, , Nirvana, U2, Metallica, the Talking Heads and many others.

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