

PRESS RELEASE

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Silver Ash joins Asian Music Invasion in Anaheim

(Los Angeles, CA) Pacific Media Association (PMA), in conjunction with Scream Records/Jingwen Records, has announced that they will be hosting the first American concert appearance of Silver Ash, China's first Visual Kei rock band. Silver Ash will be holding at least one full concert at the Anaheim Arena as well as a series of other activities at the Pacific Media Expo (PMX), to be held over Memorial Day weekend, May 29th through 31st, 2004. Founded in 1999, Silver Ash has been on the cutting edge of China's budding rock music movement and has been at the center of the convergence between music and politics in China. Silver Ash has appeared on the front covers of almost every single music publication in China, they have also appeared on the front cover of Japan's *Asahi Shimbun*, have received mention in *The Oricon* and was featured in America's prominent rock magazine, *The Fader*, and Japanese animation magazine *Newtype USA*.

About Pacific Media Expo: America's first major media show dedicated to Asian-Pacific Media and Popular Culture. Pacific Media Expo is a three-day-long media show sponsored by the Pacific Media Association. Pacific Media Expo will be hosted at the Anaheim Convention Center. The show will feature panel discussions, autograph sessions, live action and animation video rooms, art exhibitions and a charity auction. The centerpiece however, will be a concert facility designed to house 6,000 participants and one of the country's largest exhibit halls dedicated to Asian media and pop culture.

About Pacific Media Association: Pacific Media Expo (PMX) is a trade show dedicated to promoting the Pacific Rim's entertainment and media industries. PMX is focused on cultural exports such as anime, music, live action films, and comics. PMX is also a showplace for two new generations in entertainment: Asian/American joint media projects, and Asian-American artists. The Pacific Media Association is headquartered in Los Angeles, CA.

Scream Records/Jingwen Records: The reigning leader of rock music in China, Scream Records was established in 1996. Since their formation, the company's roster of artists is home to some of China's most prominent rock acts.

More comprehensive information on Pacific Media Expo can be found at <http://www.PacificMediaExpo.com> or by sending E-mail to press@PacificMediaExpo.com.

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