

THE GOSPEL ACCORDING TO... DOUBLE XXPOSURE



New York, NY: Double XXposure, an entertainment services company, has for over 2 decades provided public relations, artist development, and management to a wide variety of music industry clients. From DMX to Dionne Warwick, Mary J. Blige to Patra, Shabba Ranks to Sisco, and Ginuwine to Alicia Keys, the company prides itself with its ability to cater to a diverse client roster representative of many musical genres.

And now, the company announces its Gospel Connection "Especially at this time of war and tragedy, death and despair, people need a new message of faith. I am proud to present Double XXposure's gospel connection. We are excited about the opportunity of aiding the gospel community in bringing them full swing to the buying consumer worldwide. Our new clients Michelle Williams (from *Destiny's Child*), platinum seller Mary Mary, Donald Lawrence, Trinitee 5:7, Ted & Sheri, Darwin Hobbs, and DeNetria Champ."

Best known for his innovative artist development program that has heralded international acclaim, Ellerbee believe that if it worked for the hip-hop, reggae and R&B communities it would also work for the gospel community. Referred to by the New York Times as the Hip-Hop Charm School, Angelo Ellerbee has worked with innumerable rappers during his professional career. "I know many people would ask how I could represent both rap and gospel and

the answer is simple. The gospel is good news for ALL. I think it is time for us to stop thinking with a one-track mind and get bold. People think that gospel music is for church folk. It is not. It is a universal message of faith for everyone. My commitment is to make sure that my clients are not pigeon holed into a corner, but that they get mainstream exposure, crossover attention, and that the world can be encouraged and inspired by their music. Double XXposure has a long history of working with many musical genres and it's this experience that will allow us to serve as a conduit, bridge the gap, and connect the dots. And... that is why I call it the gospel connection."

The company has recently relocated to its new midtown home located at 1 West 34th Street. Telephone (212) 757-2669, Fax (212) 445-0941 and e-mail TheEllerbeGroup@aol.com remains the same.

Known to many as the "Henry Higgins of Hip-Hop", Angelo A. Ellerbee, founder and president of **DOUBLE XXPOSURE**, has taken his keen eye for fashion, his sharp ear for hits and his dramatic flair for theater and parlayed this expertise into creating a full service public relations, image consulting and artist development company.

Angelo Ellerbee, a respected music veteran with over 20 years entertainment experience, was recently appointed president and general manager of Bloodline Records. Under his administration, Angelo has turned the Def Jam imprint into a full-fledged respected label. In addition, he managed the multi-platinum recording artist DMX and served as an advisor to the Mary Ella Foundation. Angelo's aggressive passion, to be all you can be, has taken him down many roads of his career. He became the Executive Producer on Fox Searchlight Pictures latest movie, "*Never Die Alone*" due for release during early 2004 and currently has overseen several ventures including Dog Wear Inc. and Bloodline Films.

Over the years, he has thrown his hat in the arenas of fashion, theater and music. After graduating from New York's illustrious *Fashion Institute of Technology*, he launched a career as a fashion stylist for a variety of entertainers and magazines. Angelo began to style divas from *Roberta Flack* to *Nina Simone* and for major publications such as *Vogue*, *Essence*, *Women's Wear Daily* and *Ebony Man*. He even stretched his theatrical muscles as an actor and dancer, appearing in the off Broadway

hit, "*Bubbling Brown Sugar*" and studying with the *Alvin Ailey Dance Theater*, where he designed costumes for the company's 1979 season. He also had a season on cable television hosting "*Ellerbe's Eyes On Fashion*" - a hit with viewers that received six *Ace Award* nominations for excellence.

By the early, 80's Angelo had moved into the world of publicity and artist development. As head of the multi-faceted company (*IFLAND*) of Grammy award winner, *James Mtume*, he promoted and managed the company's stable of recording artists. Tapped by Chrysalis Records to serve as Director of Publicity and Artist Development, Angelo turned music industry heads with his unique positioning of artists like *GangStarr*, *Innocence* and *Pat Benatar*. He went on to serve as Senior VP of Publicity for Hiram Hicks at Island Def Jam. When Double XXposure opened its doors, Angelo had an industry reputation for his experience in servicing clients with total image control.

In a business in which style and image is equated with substance, Angelo Ellerbee has few peers in creating effective images. Always tuned into new possibilities, Angelo has made his image-making skills available to talk shows such as CNN and The Maury Povich Show, just to name a few. His make-over of a homeless woman for the Maury Povich Show caused a sensation in the industry. Angelo's professional direction is based on the old school principle of making sure the entertainer put his / her best foot forward on stage and off. He took his cues from Berry Gordy and the Motown system and adapted it to serve our two generations of artists. Angelo's adaptability has enables him to attract superstar clients such as *Michael Jackson*, *Dionne Warwick* and *Mary J. Blige* as well as reggae stars like *The Marley's*, *Patra* and *Shabba Ranks*. Angelo's unwavering commitment to the complete development of artists has positioned Double XXposure among the leading entertainment industry public relations companies. Outside the offices of Double XXposure, Angelo Ellerbee often plays the role of parent / therapist for entertainers. His instincts and experience guide him in helping an artist establish a strong mental, emotional and spiritual foundation ignored by the artist's record label. Many artists have gone on record to sing his praises for making a positive difference in their lives. BE