



FOR IMMEDIATE RELEASE

PROVIDENT MUSIC GROUP AND THE PARADIGM COLLECTIVE
ANNOUNCE PARTNERSHIP

The Royal Royal Debuts No. 1 on iTunes US and Canada Charts
Carlos Whitaker Project to Drop May 29

(Nashville, Tenn.) May 16, 2012 – **Provident Music Group** and independent artist development and music house **The Paradigm Collective** have united in a partnership resulting in The Paradigm Collective's own imprint under the label group umbrella. The partnership includes representation of new and existing recorded music, licensing, marketing and physical and digital distribution nationally and internationally. Marketing and promotion of artists and songs will run through the label group, Essential Worship and Essential Music.

The Paradigm Collective, founded and led by industry veteran, Teresa Davis, is home to thriving independent artists including The Royal Royal, Carlos Whittaker, All The Bright Lights and others.

"The Paradigm Collective is, and will continue to be, a service project working alongside and partnering with some unique and gifted creatives that I call my friends. We all believe that in our service together for others we will get to write and re-write some grand stories we can leave behind for those who are next. I am honored to have Terry and his team believe in what we are doing and am thankful for all the Paradigm extended family who are part of this journey," comments Teresa Davis.

Terry Hemmings, Provident Music Group President & CEO, shares, "Teresa has developed an impressive roster of artists and is cultivating the growth of their incredible music across many genres and platforms. We're looking forward to helping further Paradigm's reach to national and international channels."

To emphasize The Paradigm Collective's ability to platform its artists in a live setting, Davis has aligned with Mike Snider, head of Paradigm Talent Agency, for booking tours and live performances. "Teresa has consistently been on the front end of dynamic artists and movements. With the addition of Provident, there is no telling where this can go. A great example of this is The Royal Royal. It's sound and ability to connect live in a worship setting is where worship music is going. We are thrilled to be working alongside this band and two amazing companies," offers Snider.

The debut release under the new arrangement is titled **Royal** by The Royal Royal which drops today across all digital formats, followed by Carlos Whitaker on May 29. (More information will follow regarding Carlos Whitaker's project.)

Royal track listing:

1. Love
2. Heartbeats
3. Praise Him
4. To You
5. How Wonderful
6. Savior
7. Praise Him (Acoustic)
8. Heartbeats (Acoustic)
9. Love (Acoustic)

The Royal Royal comprises brothers Nathan and Gabe Finochio who hail from Ontario, Canada. Their father is a pastor who fostered music in his sons' lives. Naturally it seems, worship music became their first love. While serving in church Nathan and Gabe scrapbooked a host of modern congregational and devotional offerings; many of which are featured on *Royal*.

“Our prayer is that people connect with Jesus through these songs, and that you are inspired to sing your song,” shares Nathan. “This is our ‘bread and loaves’ for Jesus, a representation of the most and the best of our life, almost everything we have come to know and practice in our walk with the Lord: music and family and church. This is also our small contribution to the worship conversation.”

Royal delivers nine songs — including the compelling “Praise Him,” a popular song already incorporated in church services nationwide – plus a PDF booklet with lyrics. The Royal Royal, is set to follow its May 15 release with a full-length digital/physical project this fall, simultaneous to a confirmed tour with Phil Wickham. “Praise Him” is slated to release at AC/CHR radio in late June.

Click on the link to experience an acoustic version of “Praise Him”: <https://vimeo.com/31670455>

Connect with **The Royal Royal** here: www.theroyalroyal.com www.facebook.com/theroyalroyal
www.twitter.com/theroyalroyal

About The Paradigm Collective

The Paradigm Collective Music is a music services project, developed and founded by Teresa Davis. The core services for the music division includes brand marketing, music and live event development. Its offices are located in Franklin, Tenn. with subsidiary offices in New York.

www.TheParadigmCollective.com

About Provident Music Group

Provident Music Group is a division of Sony Music Entertainment and comprises record labels including Reunion Records, Beach Street Records, Benson Records, Essential Records and The Paradigm Collective whose artist rosters include Michael W. Smith, Casting Crowns, Third Day, Jars of Clay, Tenth Avenue North, Red, Brandon Heath, Matt Maher, Royal Tailor, Leeland, Fireflight, The Royal Royal and Carlos Whitaker. Also under Provident Music Group's umbrella are Provident Films (Fireproof, Courageous, October Baby), Essential Worship, Essential Music, Provident Distribution and Essential Artist Services.

www.providentpress.com

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