



## **X-MIX and the DJ Mix Academy Announce Strategic Partnership** *Companies to Offer Remix and DJ Instruction Under One Roof*

### **FOR IMMEDIATE RELEASE**

**TYNGSBORO, Mass. – May 2, 2005** – The DJ Mix Academy, New England’s leader in DJ instruction, announced today its strategic partnership with X-MIX, North America’s leading remix and compilation service. Headquartered with X-MIX in Tyngsboro, MA the DJ Mix Academy now offers DJs and remixers one-stop learning. In addition, both companies have launched joint marketing and sales efforts, strengthening their leadership position in the dance music business.

Last year the DJ Mix Academy launched America’s 1st comprehensive educational program for DJs: the Certificate Program in Disc Jockeying. After increasing one’s beat mixing competency, a DJ may pursue a career path leading to manipulating the very music the DJ spins. “Nowadays DJs are becoming artists, producing their own tracks to play at a club. Attending X-MIX University enables a DJ to evolve beyond simply playing other people’s music” said Eric Patel, Director of Operations for the DJ Mix Academy.

X-MIX University, America’s only remix and productions school, is offered through X-MIX. Their Remix 105 course is a 6-day, hands-on program where students ultimately create their very own remix of a dance track. “We have lots of DJs asking us about how to remix a track,” said Larry Clawson, owner of X-MIX, “as well as X-MIX University students wanting to improve their DJ’ing. The DJ Mix Academy’s certificate program sets a new standard for DJ’ing proficiency that students will benefit from.”

Both schools’ classrooms are co-located with one another, prompting students taking courses in one school to find out what the other is all about. “X-MIX’s new DJ booth is located in the same classroom along with the remixing workstations” said Laura Spear, Marketing Manager for the DJ Mix Academy. “Students come to realize how complementary DJ’ing and remixing are and invariably end up continuing their education with both schools.”

## **About X-MIX**

X-MIX is North America's leading remix and compilation service. Since 1990 we've produced dance remixes for every major record label in the U.S. and dozens more abroad. X-MIX offers radio industry professionals, music industry insiders and professional DJ's exclusive remixes via our various Remix Series. We also provide radio and mixshow programmers (as well as our DJ Wholesale Club subscribers) unedited, monthly compilations featuring current hits and priorities for various record labels via our Radioactive Series. X-MIX has been the management force behind many internationally known remixers over the years (including Felix Da Housecat, Soul Solution, Junior Sanchez & many more). We currently represent a roster of DJ/Producer/Artists that includes Armand Van Helden, DJ Sneak, Todd Terry, and Lenny Bertoldo (among others). For more information, please visit [www.xmix.com](http://www.xmix.com) or call 800-711-9649.

## **About the DJ Mix Academy**

As New England's only DJ school, the DJ Mix Academy is leading the industry through its innovative curriculum. Our Certificate Program in Disc Jockeying is the 1<sup>st</sup> comprehensive educational program for DJs in the U.S. We help DJs shorten their learning curve and improve their performance. To enhance your DJ'ing proficiency the academy offers an unbeatable value consisting of instruction, music, and equipment. Through our Mobile DJ Mix Academy we teach students remotely by bringing the school to them. We can even teach domestic and international students through our Global DJ Mix Academy. Our global DJ service, DJ Mix Entertainment, continues to help clients throw great parties. Enjoy the fun and rewarding experience of being part of a DJ community where you can learn and network with the pros! For more information, please visit [www.djmixacademy.com](http://www.djmixacademy.com) or call 877-248-8700.

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