



**C2W Music Ltd.  
Immediate Release  
March 17<sup>th</sup>, 2014**

The company announced changes to its Board of Directors that resulted in more expertise in the entertainment field. The past Board members continue to be strong supporters of C2W and we thank them immensely for their advice and direction while serving as Directors. Effective February 1, 2014, one of Jamaica's musical icons Sly Dunbar (Sly & Robbie) and Jamaican entrepreneur Clyde McKenzie were appointed independent Directors of C2W. These gentlemen bring to the Board a vast amount of experience and expertise in the entertainment industry and will no doubt not only make it more dynamic but will also add a broadened perspective. Sly Dunbar and Clyde McKenzie join Derek Wilkie, Max Gousse, Kristine Gibbon-Thompson and Ivan Berry as Board members, while Chris Bovell remain as Mentor. It is now critical that the company focuses on revenue collection, asset exploitation and talent development, hence changes to reflect these areas of the business.

***More About Sly Dunbar***

The foundations of Jamaica's drumming style were set by the innovative playing of Sly Dunbar. As one-half of Sly & Robbie, Dunbar joined with bassist Robbie Shakespeare to provide the rhythm section, songwriting and/or production for an enormous amount of global superstars such as Paul McCartney, Mick Jagger, Peter Tosh, Jimmy Cliff, Bob Dylan, UB40, Simply Red, Madonna, Black Uhuru, Carlos Santana, Ben Harper, The Mighty Diamonds, Maxi Priest, The Rolling Stones, No Doubt, Sean Paul, Gregory Issacs, Britney Spears, Sinead O'Connor, Dennis Brown, Rihanna, Wyclef Jean, Grace Jones, U-Roy, Beres Hammond, Buju Banton, Sizzler, Beenie Man, Grace Jones, Chaka Demus & Pliers, Lee "Scratch" Perry, Joe Cocker, Herbie Hancock, Cindy Lauper, Carly Simon, KRS-One, Queen Latifah and many, many others.

***More About Clyde McKenzie***

Clyde McKenzie is the founding General Manager of Jamaica's Reggae Radio IRIE FM. He is a cultural commentator and has written extensively about Jamaican music and entertainment. He is a sought after speaker and consultant on media and cultural matters across the Caribbean and Latin America. He has consulted with a number of regional bodies on the formulation of cultural policy. Clyde was the chairman of the Entertainment Advisory Board and has served on a number of other Government boards including the Creative Production and Training Centre, The Jamaica Cultural Development Commission and The Jamaica Intellectual Property Office. He is a principal of Shocking Vibes, which has managed the careers of such notables as Beenie Man, Lady Saw and Tanto Metro & Devonte. He is a co-producer of the Grammy Award winning Art & Life Album by Beenie Man. He is a director of FiWi Choice, an audio-visual content producer and FiWi Business, which is a marketing consultancy. Clyde McKenzie was a judge on the popular Jamaican talent search, Digicel Rising Stars

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