



BTF Consulting Successfully Integrates Artist Payments System

BTF Consulting manages project to successfully integrate and deploy a studio created participations and residuals system for a major television broadcaster.

For further information, contact:

Brian Finegold
BTF Consulting, Inc.
(805) 402-3554
brian.finegold@btfconsulting.com

FOR IMMEDIATE RELEASE

LOS ANGELES, CA – JANUARY 20, 2009 – BTF Consulting Inc., an entertainment industry management consulting practice, today announces its leading role in the successful deployment of an enterprise wide artist payments system for a major broadcast network.

In less than twelve months, BTF Consulting successfully customized and deployed the enterprise wide application for the broadcasting company. The application, created by a major media conglomerate, required a number of modifications and enhancements in order for the application to conform to the broadcaster's specific requirements and business practices. BTF Consulting supported the staffing of the project and managed all facets of the implementation from initial acceptance testing events through to successful deployment.

The broadcaster is now using the full functionality of the system to generate and obligate artist statements along with a full suite of supporting schedules. Testimonials from the client organization are available upon request.

About BTF Consulting

BTF Consulting, Inc., an entertainment industry management consulting practice, is a leading independent provider of consulting, project management, staffing and application development services to the entertainment industry. BTF Consulting is headquartered in Thousand Oaks, California and also maintains an office in Santa Monica, California. For more information, please visit www.btfconsulting.com.

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