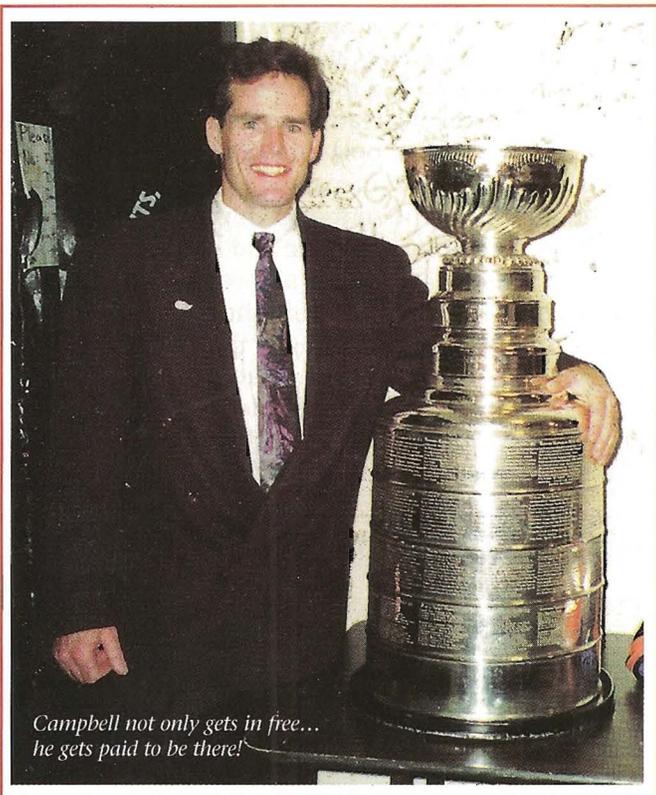


Hot Tunes

for Cool Games!



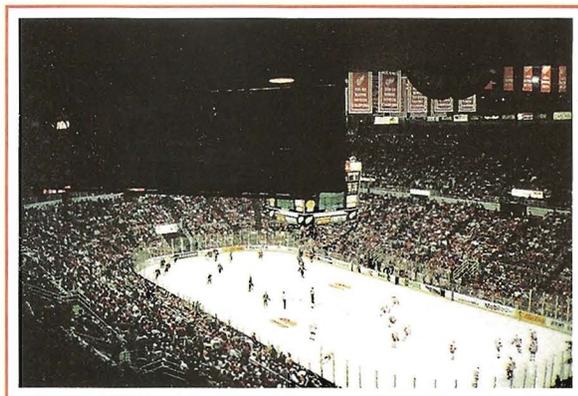
Campbell not only gets in free... he gets paid to be there!

While sports fans pay thousands of dollars for seats at regular season and playoff games at major sporting events, DJ T. (Tim) Campbell, of East Lansing, Mich., not only gets in free... he gets paid to be there!

Some people have all the luck. But lucky is way too mild a term—especially when we’re talking about someone who has hit the jackpot for sports junkies! This is better than receiving a Gordie Howe signed hockey jersey... or a pair of Michael Jordan game-worn basketball shoes... or even a rare Honus Wagner baseball card!

Hockeytown, USA

Since 1993, Campbell has been mixing his passion for music with 33 years experience of playing organized hockey. That’s when “Tunes By T” began integrating recorded music with videos on the giant



SOME GUYS GET ALL THE GREAT GIGS.

CAMPBELL'S MUSIC LIST FOR EVERY GAME SITUATION:

Spoof Songs

Rock & Roll All Night... Kiss
Bad To The Bone... George Thorogood
Heartache Tonight... Eagles

Fight Songs

Everything About You... Ugly Kid Joe
Fight For Your Right To Party... Beastie Boys
Sunday Bloody Sunday... U2

Clapping Music

Centerfold... J. Geils Band
Beer Barrel Polka... Royal Tones
Blister In The Sun... Violent Femmes

Audience Sing-A-Longs

Respect... Aretha Franklin
I Saw Her Standing There... Beatles
Minnie The Moocher... Cab Calloway

Audience Dance Favorites

Stayin' Alive... Bee Gees
C'mon Ride The Train... Quad City DJ's
Get Down Tonight... K.C. & The Sunshine Band

Penalty Against Home Team

Innocent Man... Billy Joel
It's A Mistake... Men At Work
Don't Do Me Like That... Tom Petty

Penalty Against Visiting Team

Loser... Beck
Hit The Road Jack... Ray Charles
If I Only Had A Brain... Wizard Of Oz

Goal By Home Team

Whoomp! (There It Is)... Tag Team
Get Ready For This... 2 Unlimited
Hey, Hey, Hockeytown... by the Detroit Red Wings

Goal By Visiting Team

No More Mr. Nice Guy... Alice Cooper
We're Not Going To Take It... Quiet Riot

Goalie Save By Home Team

Unbelievable... EMF
Whatta Man... Salt-N-Pepa
That's The Way I Like It... K.C. & The Sunshine Band

Spectacular Body Check Music

Upside Down... Diana Ross
I Believe I Can Fly... R. Kelly
Head Over Heels... Tears For Fears

Victory / Departing Music

Happy Trails... Roy Rogers
King Of The Road... Roger Miller
December, 1963 (Oh What A Night)... Four Seasons

Sony Jumbotron at Joe Louis Arena before, during and after Detroit Red Wings games.

We're not talking about playing music at just any ol' skating pond. Nooooo! We're talking about entertaining the fanatical fans in Hockeytown, USA. This is the city *Sporting News* named the 1998 number one sports town in America based on fan fervor, attendance and overall team records.

He Scoresszzzz!

"The Red Wings' organization learned of me when I was entertaining at Perennial College Powerhouse, Michigan State University," Campbell says. With the call from the Red Wings in 1993, Campbell replaced a traditional organist with a hot, high-tech approach to entertaining at the coolest game on earth.

Prior to the beginning of the hockey season, he recorded 90 seconds of each song to be used to maximize the number of selections (40) per disc. Before each game, Campbell checks his playlist for the most appropriate tunes for that particular game. The only song that the National Hockey League won't allow him to play is "Three Blind Mice" in reference to penalties called or not called by the referee.

Similar to a mobile entertainer at a wedding reception, Campbell is more than simply a music provider at these events. He is also involved in creating an entire multimedia entertainment package. Ten people on headsets work as linemates to increase fan enjoyment.

Ninety minutes prior to the start of each game, a rehearsal is held to confirm that all sound, video and lighting equipment is functioning properly. This is followed by a meeting with the entire entertainment staff from the arena to review the evening's script before the opening of the "Big Show."

"Our staff is well orchestrated and spread out during each game," Campbell points out. "We try to develop a game plan ahead of time, but we always change on the fly and go with the flow. I'm on my toes standing in a forward position for

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three straight hours for better concentration. We have a video control room on one side of the press box. From where I'm perched in my 8' x 10' cubby hole, I can see the whole ice surface. If I were just one inch taller, I wouldn't be able to stand up!"

Game Time

Campbell uses his own music equipment at the "Joe" (Joe Louis Arena). This includes six mini-disc players, a dual CD player, and a mixing board.

After the face off, he alternates between hit songs, organ and drum beats and crowd chants. Unlike music in some other hockey and basketball arenas, Campbell is careful to cut a song quickly when the action resumes. "I'm there to enhance the game atmosphere," he says. "I don't want to compete against the game, or make it sound like a three-ring circus."

King Of Bumper Music

Bumper music is not the sound of two vehicles meeting unexpectedly on a highway; it refers to snippets of songs interjected at points during an event. For example, at wedding receptions "bumper music" is often used to enhance the bouquet and garter rituals. At Red Wing hockey games, bumper music refers to the songs played while the professional athletes are not playing.

"I don't really have a name for the style of music I play to enhance the atmosphere in the arena," Campbell says. "Our overall format is modern rock. We feel that it best relates to the game. I do center my attention to entertain as many fans as possible with a wide variety of music."

Crowd Reaction

For the fans, Campbell's goal is to include appropriate song requests whenever possible. "The season ticket holders who sit nearby really appreciate that," he remarks. "In fact, there are two season ticket holders who sit near me who just won't leave until they hear Roger Miller's 'King Of The Road'."

Occasionally, Campbell receives song requests from players. Darrin McCarty (team tough guy) once asked for the Marilyn Manson song, "Beautiful People." After hearing it, team captain Steve Yzerman exploded—saying that he never wanted to hear that offensive song again.

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"My first year, we went all the way to the Stanley Cup finals," Campbell proclaims. "The next year we won a record 62 regular season games. The last two years, we won the Stanley Cup championship!" He wears a Stanley Cup ring that was presented to him by the Detroit Red Wings organization for last year's victory.

"Who knows when this amazing rollercoaster ride will come to an end?" Campbell says. "I've been able to ride in two Stanley Cup victory parades in front of over 1.2 million fans each!"

Off The Ice

Campbell founded Tunes By T in 1983. Today, he has four units dedicated to stadium/arena events. He also has five systems on a traveling road squad that takes them through a schedule that includes wedding receptions, corporate events, school dances, and other social occasions.

Campbell attributes his success to putting the client's wishes first and foremost and admits his Mobile DJ clients are often impressed by his association with the hockey team. He advertises this connection in his brochures, advertisements, and on his voice mail messages. "Actually, I'm not sure how much extra business we're getting from this experience," he admits. "Most people are more concerned with their big day, and they just want to make sure that it will go well. Their functions are just as important to me as the Red Wings' games."

Spoken like a true champ!

