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**TKO STARTS NEW LICENSING, ENDORSEMENT & SPONSORSHIP DIVISION
TERRI DIPAOLO HIRED TO RUN NEW DEPARTMENT**

April 17, 2017 -- The Kirby Organization [TKO] is proud to announce the launch of a new Licensing, Endorsement and Sponsorship division. The talent agency has hired Terri DiPaolo to head the department.

The company's new branch will focus on increasing tour and event sponsorships, creating growth for clients through consumer product licensing deals and offering the brand services to off-roster artists that seek a presence in the retail and on-line space. The department is a first for TKO, home to more than 100 of the biggest names and best emerging talents in rock, metal, alternative and pop, including Anthrax, Sevendust, Buckcherry, Blue Öyster Cult, Bachman & Turner, Burton Cummings, Hank 3, Billy Squier, Hoobastank, Fuel, Drowning Pool, Tom Keifer, Stephen Pearcy and Lita Ford, to name just a few.

"In the ever-growing and ever-changing music industry, we are constantly looking for ways to help our artists grow and prosper," says TKO President Andrew Goodfriend. "We are excited to offer clients this opportunity to diversify their business opportunities, and Terri is the perfect person for this position."

"We are excited to welcome Terri to the TKO family," adds CEO Mike Monterulo. "She brings with her a wealth of knowledge and experience in licensing, endorsements, sponsorships and social media which will benefit our clients by giving them new opportunities and revenue streams outside of live performances."

Says DiPaolo: "As a music fan I am so delighted to be able to offer the knowledge I have gained about licensing, sponsorships and endorsements to help bolster the careers and product offerings for all of TKO's artists so that they can continue to focus on making great music and performing amazing shows."

DiPaolo is a music business attorney turned consumer products licensing executive. She served as President of Brands at the Canadian company Boat Rocker Media, was General Counsel and Chief Operating Officer of Authentic Brands Group, LLC, and was General Counsel for the estate of Bob Marley. DiPaolo began her career as a music lawyer, specializing in representing young bands and other recording industry clientele.

TKO was founded in 2005 and has emerged as one of the music industry's premier boutique booking agencies. With offices in New York, Los Angeles, London and Austin, TX, TKO has a worldwide reputation for identifying and developing talent, working hands-on with artists, management and labels, and carving career paths that are unique to the individual. In the words of Dave Kirby, "At TKO, the goal is to shape careers that last, brands that endure, and relationships that survive trends."

Terri DiPaolo can be reached at terrid@tkoco.com and (914) 346-8938 ext 1012.

FOR MORE INFORMATION: www.tkoco.com

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