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Countdown Entertainment Brokers the Sale Of SASH! Music Publishing Catalogue

New York, NY, March 3rd, 2009—James Citkovic, president of Countdown Entertainment, today announced that he recently completed brokering the sale of a music publishing catalogue by one of the most successful international Dance acts, *SASH!* The German group has sold more than 17 million albums worldwide and has had 10 consecutive Top Ten hits in the UK.

The *SASH!* catalogue, which included 50 songs, was purchased by London-based Kassner Associated Publishers, Ltd. from X-IT Media in Germany. At the request of X-IT Media, Citkovic took on the catalogue and worked it for nearly two years to match it with an astute and savvy publisher cognizant of the opportunities available for this Gold and Platinum song-rich collection.

The catalogue's value was further enhanced in September 2008, when *Ministry of Sound* released its version of *Encore Une Fois*, the song *SASH!* credits with breaking the band when it reached #2 on the U.K. Singles Chart shortly after it was originally released in 1997.

Citkovic, whose company regularly brokers the sale of music publishing catalogues and masters says, "Even as CD sales tank and the global financial markets nosedive, the value of music publishing catalogues is on the rise because of their multiple revenue streams. Publishers can make money from artists covering a song, and also when music is used in advertising, film, television, online, at sporting events and from live performances, in addition to record sales and downloads. And what's not to like about that?" It is estimated that music publishing worldwide is currently a \$7 billion dollar business.

If you are interested in buying or selling music publishing catalogues, music masters and other entertainment-related properties, contact James Citkovic at +1-212-645-3068 or via email at James@CountdownEntertainment.com.

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www.CountdownEntertainment.com

