



***HARVEY MASON MEDIA AND B2 HOLDINGS FORM STRATEGIC ALLIANCE
TO PROVIDE MUSIC PRODUCTION SERVICES IN ASIA***

**HMM becomes First Major Los-Angeles Studio to establish
Permanent Presence in Asia**

Los Angeles / Hong Kong— January 25, 2018— Harvey Mason Media, the Los Angeles-based music production studio headed by seven-time Grammy Award winner Harvey Mason Jr., announced today a strategic partnership with B2 Holdings, a Hong Kong-based entertainment firm, to establish a permanent on the ground presence in Asia.

Under the terms of the partnership, the firms will join forces to established Harvey Mason Media Asia (“HMMA”). HMMA will focus on providing Asian clients the full range of Harvey Mason Media’s award-winning services. In particular, HMMA will work with Asian artists to develop world-class tracks and full albums, bringing the highest quality A&R services and songwriting to its clients. Additionally, leveraging Harvey Mason Media’s success in producing music for blockbuster motion pictures, HMMA will work with Asian film and television companies to produce music and soundtracks for local and joint venture productions. Operations will be headquartered at Billboard Studio in Hong Kong.

Harvey Mason Jr., CEO of Harvey Mason Media, said, “We are thrilled to partner with B2 Holdings to establish a real and permanent presence in the Asian market. Asia is one of the fastest growing and most exciting music market in the world and we are excited to build there. By being the first major US music studios to commit to the region with a permanent presence and strong local partner, we really want to become a trusted partner for Asian clients seeking the very best music production, A&R and writing services”.

Jonathan Serbin, CEO of B2, added, “We are honored to partner with Harvey Mason Media. Building on Harvey’s track record of tremendous success, we believe we can together establish an important link between the U.S. and Asian music markets. In addition to their catalogue of hits produced in the US, Harvey and his team have penned #1 hits for major Asian acts such as Korean superstars EXO and Chinese idol Jackson Yi from TF Boys, including his recent single “Nothing to Lose” which was ranked Tencent’s 2017 #1 song of the year. With a joint presence in Asia, we look forward to providing high-quality services to Asian artists, record labels and Film/TV producers.”

* * *

About Harvey Mason Media

Based in Los Angeles, California, **Harvey Mason Media** is one of the most successful music production studios in the business. Led by seven-time Grammy winner Harvey Mason Jr., HMM has been behind giant international hits from U.S. music icons such as *Michael Jackson*, *Beyoncé*, *Whitney Houston*, *Justin Bieber*, *Chris Brown* and *Britney Spears*, as well as Asian superstars including *EXO*, *Girls' Generation* and *TF Boys' Jackson Yi*. HMM has also produced some of the most iconic movie soundtracks of the last twenty years, including *Straight Outta Compton*, the entire *Pitch Perfect* franchise, *Sing* and *Dreamgirls*. HMM's state of the art, multi-room recording complex in Los Angeles hosts a talented team of songwriters, producers and engineers who write and produce some of today's biggest hit songs across multiple genres. Now with studio facilities in both LA and Hong Kong, the HMM team is even more equipped to service the Asian music and film markets in either territory.

About B2 Holdings Ltd.

B2 Holdings Ltd. is a Hong Kong-based talent management company, record label and entertainment advisory firm. B2 represents established and emerging Asian talent, as well as Western talent and music management companies seeking opportunities in the Asian market. Additionally, B2 Music, B2’s record label, focuses on presenting the best Asian music to an international audience. See www.b2talentasia.com.



###