

Hip-Hop RB's Mario Winans Goes SmartSMS

Written by Keith ID1574

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CEO Gordon Lee of American IDC Corporation's announced today the launch of the official SmartSMS fan club for Grammy nominated Mario Winans, one of the most sought after music producers in the industry today. This multi-talented artist has an impressive track record, having produced and written many chart-topping singles for some of the most successful hip-hop, rap and R&B stars in the business including Mary J. Blige, Jennifer Lopez, P. Diddy, The Notorious B.I.G. and Whitney Houston.

Mario Winans has also enjoyed success with his debut album "Hurt No More," which earned him Grammy and Image Awards nominations. His single "I don't want to know" reached No. 7 on the 2004 Billboard hot singles and tracks chart.

American IDC will work closely with Mario Winans to develop fun and exciting premium SMS campaigns designed for his fan base of one million people. The mobile fan club will be easy to access with any cell phone. Say, for example, that Mr. Winans would go on a ten-city tour with an average audience of 10,000 people per venue. In every city, he could invite fans to join the club for an opportunity to win an all expense paid weekend with him. Fans merely have to send the message WINANS to the phone number 76278. If 50,000 people should text in, that would create a new gross revenue stream, using SMART technology, in excess of \$50,000 for just one tour.

SMART pioneered Mobile Entertainment worldwide. In addition, over the past four years, SMART has developed and managed hundreds of text message campaigns for top brands such as Visa, Master Card, and Coca Cola, along with Hollywood Blockbusters such as "X MEN," "KILL BILL" and "THE MATRIX."

For further information and a brochure, please contact Smart Entertainment at www.smartentgroup.com

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