



PREMIER PRODUCTIONS ANNOUNCES PROMOTIONS INCLUDING CEO MICHAEL PUGH TO PARTNER AND SERVICE-EXPANDING ACQUISITIONS

4TH LARGEST US PROMOTER ANNOUNCES PROMOTIONS, EXPANSIONS THROUGH KEY ACQUISITIONS THAT PROVIDE MORE END TO END SOLUTIONS FOR CLIENTS, PARTNERS, AND OPPORTUNITIES FOR NEW BUSINESS

NASHVILLE, Tenn. (February 4, 2020) – Premier Productions, the fourth largest US promoter, has advanced CEO Michael Pugh to partner and promoted key strategy and talent buying staff positions as they simultaneously announce two corporate acquisitions that position the company for a record-breaking 2020.



In addition to Pugh as partner, Premier has promoted Dan Rauter from Strategic Partners Director to Vice President of Strategy and Partnership; Jonathan Roberts from Touring Director to Sr Talent Buyer; Rann Russell from Touring Coordinator to Talent Buyer; and Mallory Willingham from Touring Coordinator to Talent Buyer.

“We are thrilled to welcome Michael Pugh as a partner,” said Shane Quick, co-owner of Premier Productions. “Michael, Jonathan Roberts and Dan Rauter embody the leadership action and influence of a dream team. We sold 1.7 million tickets in 2019 and they are keys to that success and our future.”

“I am grateful to become a Partner with Roy, Gary and Shane in Premier and am equally excited for the changes we have made in our talent buying department,” said Partner and CEO Pugh. “Industry veteran Dan Rauter’s expertise combined with Jonathan Robert’s pace-setting passion plus Mallory Willingham’s and Rann Russell’s strengths in event development provide an even stronger foundation for our faith and family platform.”

“Premier has created a work environment that encourages partnership, personal growth, and professionalism (while still having a whole lot of fun),” said Dan Rauter. “We’re encouraged to think outside the box, try new things, and dream big. I’m so fortunate to be at Premier and be a part of this exciting time of growth and opportunity.”

Jonathan Roberts added, “Thank you to Shane, Gary, Roy, and Michael for the foundation they’ve built at Premier and this amazing opportunity. I love fostering innovation and new business. Our team collaboration gives way to success stories like Dude Perfect, growth for Hillsong United, and cross genre tours like Hillsong Worship, Casting Crowns, and Elevation Worship.”



Premier also announces the acquisition of two entities that provide the company with a full suite of end-to-end services to better serve its artists and event partners. First, Premier has acquired Loop, an innovative company that operates VIP fan experiences and connects volunteers with both non-profits and artists in need of a team to help run their events. Helmed by Allyson Nelson, Loop launched in 2015 and has since recruited more than 90,000 volunteers who have staffed over 2500 events for leading artists and non-profits.

Second, Premier has developed Platform, a ticketing and conference registration service. The primary target market for Platform is churches, an underserved market with a defined need for a robust ticketing solution.

Pollstar confirmed Premier Productions as 4th largest promoter in the U.S. and 13th largest promoter in the world in December of 2019.

About Premier Productions:

Founded in 1996, Premier Productions has sold over 20 million tickets to patrons. Owned by veteran promoters Gary Gentry, Roy Morgan, Shane Quick, Premier is the largest producer of family and faith-based events both nationally and internationally, producing more than 600 events per year. Premier is currently promoting acts including Hillsong UNITED, Dude Perfect, Lauren Daigle, Hillsong Worship, Casting Crowns, Gaither Vocal Band, Sadie Robertson, Elevation Worship, Matt Redman and many more.

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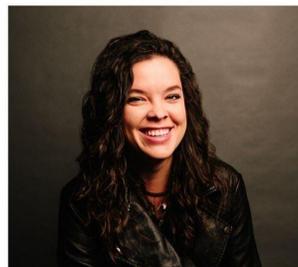
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