

Al Bell Names Strategic Partner as Agency of Record Courtney Marketing PR to Lead Iconic Brand

North Little Rock, ARK. (June 18, 2013) – Soul music pioneer and entertainment industry executive Al Bell has selected Courtney Marketing PR as the agency of record for his brand.

Courtney Marketing PR's work for Al Bell will draw on a network of resources and capabilities to include creative, public relations, social media communications and loyalty positioning.

"It has been my desire to share my personal and professional story in various platforms," Bell said. "The strategic alliance with Courtney Marketing PR gives me optimal declaration to exponentially reach more audiences and to share more about the evolution of my journey."

While Courtney Marketing PR's focus will be devoted to branding and marketing Bell's personal legacy and life story, Al Bell Presents, LLC, an intellectual property management corporation, where Al Bell is founder and chief executive officer, will maintain its internal marketing organizational structure.

Jonathan Bell, vice president of Al Bell Presents, LLC explained that Courtney Marketing PR was selected because "they unequivocally understand our goal of positioning the Al Bell brand within a myriad of disciplines." In addition, the agency has demonstrated a high level of confidence, integrity and understanding of clearly communicating Al Bell's imprint.

"My father's legacy is as compelling and relevant as the diverse industries that he has represented for half of a century," Jonathan Bell said. "Our goal is to connect his brand and his legacy beyond music and entertainment with the world."

Angela Courtney, principal of Courtney Marketing PR describes Bell as an iconic mogul who offers a truly unique and rich perspective through the creation of cross-functional movements: social movement, music and entertainment movement and corporate and business movement that transcends generations. "We're excited about the opportunity to engage the Al Bell brand and his contributions to these movements in a way that profoundly differentiates his narrative through multiple channels," she said.

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About Al Bell

Al Bell is currently chairman and chief executive officer of Al Bell Presents, LLC, an intellectual property management company for the recorded music, broadcast music, digital music and entertainment industries.

A pioneer of soul music, Al Bell is one of the preeminent music industry executives, producers and songwriters who shaped the American music and entertainment profession for more than 40 years as chairman of Stax Records (Stax), president of Motown Records Group (Motown) and chief executive officer of Bellmark Records (Bellmark).

Under his ingenious and innovative leadership at Stax Records, the “Memphis Sound” was created, propelling Soulsville USA to global music distinction. Using the acquisition of his experiences at Stax and Motown, Mr. Bell marketed top-selling music on his Bellmark brand for international artists, including Prince. For more information, visit www.AIBellPresents.com.

About Courtney Marketing PR

Courtney Marketing PR is a marketing and public relations consultancy providing services on a national and global scale with expertise in the following disciplines: advertising; marketing; public relations and public affairs; research; and social media. For more information, visit www.courtneympr.com.

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