



AdShare Manages Rights For Two Latin Grammy Winners/Five Nominees

Latin Grammy Winners Tego Calderon and Rock Band Diamante Electrico Join Nominees Farruko, J Alvarez and Don Omar Having Rights Managed By AdShare

AdShare, the leading global social media monetization service for music, film, television, and sports rights-holders, is pleased to have five artists recognized during last night's 16th annual Latin Grammy Awards. Latin Grammy Winners Tego Calderon and rock band Diamante Electrico join nominees Farruko, J Alvarez and Don Omar having rights managed By AdShare.

AdShare Monetizes The Best Latin Artists

"We are very proud to manage rights of these very talented artists," says AdShare CEO Jason Peterson. "It demonstrates the sophistication of our clients in the digital age and AdShare's unrivaled ability to service Latin artists. Our focus is to maximize fan engagement while providing full service YouTube monetization services, helping all our clients get the recognition and revenue they deserve. It's always an honor to see artists rewarded for their efforts and to serve both nominees and winners."

The Nominees

AdShare manages rights for two 2015 Latin Grammy winners, Diamante Electrico via Criteria Entertainment and distributor Cinq Music (in the category of Best Rock Album) for "B." and Tego Calderon (in the category of Best Urban Music Album) for "El Que Sabe, Sabe." Three other nominees include Farruko (in the category of Best Urban Music Album) for "Farruko Presents Los Menores", Don Omar (in the category of Best Urban Music Album) for "The Last Don II" and J Alvarez (in the category of Best Urban Performance) for "Una Cita" (Remix) with El Roockie y Nicky Jam and band.

About AdShare™:

Over 150 major media clients trust AdShare to monetize their brands and more than two million of their copyrights online. Nearly 800 million people from around the world engage with content represented by AdShare every month. AdShare is an autonomous subsidiary of GoDigital Media Group (GDMG), a media and technology holding company and early stage venture capital fund.

AdShare. Engaging Fans. Monetizing Brands.™

About The Latin Recording Academy:

The Latin Recording Academy is an international, membership-based organization comprised of Spanish- and Portuguese-speaking recording artists, musicians, songwriters, producers, and other creative and technical recording professionals. The organization is dedicated to improving the quality of life and cultural condition for Latin music and its makers. In addition to producing the Latin GRAMMY Awards to honor excellence in the recorded arts and sciences, The Latin Recording Academy provides educational and outreach programs for the



Latin music community either directly or through its Latin GRAMMY Cultural Foundation®. For more information about The Latin Recording Academy, please visit LatinGRAMMY.com.

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