

MUSIC INDUSTRY EXEC LAUNCHES TURCOTTE MULTIMEDIA GROUP

Houston, TX. In October 2009, Music industry executive Brad Turcotte, with wife Susan Turcotte, launches **Turcotte Multimedia Group, LLC** (www.turcottomultimedialogroup.com), the parent company of music consulting firm **Amigo Music Group, LP** (www.amigomusicgroup.com), **Interactive Legal Tools, LP** (www.interactivelegaltools.com) and **Law School Downloads, LP** (www.lawschooldownloads.com).

Brad founded independent record label **Compadre Records** in 2001 and released projects by **Billy Joe Shaver, James McMurtry**, Suzy Bogguss, Flaco Jimenez, Hayes Carll, Trent Willmon, **Johnny Cash**, and Townes Van Zandt, among 30 catalog titles. Brad sold Compadre to **Mathew Knowles** and **Music World Entertainment** (management company representing **Beyonce** and **Destiny's Child**) in 2007 and became an Executive Vice-President with the company. Upon leaving Music World/Compadre in early 2009, Brad opened **Amigo Music Group**, an artist/label marketing consulting firm representing **Asleep at the Wheel & Willie Nelson**, Texas Tornados, Rick Trevino, Toyota Center/Houston, Gloria Gaynor, and Showdog Records/Nashville, among others. Susan is a former Associate with the international law firm of Fulbright & Jaworski L.L.P. and served as Editor-in-Chief of the *Houston Law Review*.

In 2005, Brad and Susan jointly formed **Interactive Legal Tools**. Interactive Legal Tools is a line of interactive legal education supplements on CD/CD-ROM featuring audio and video lectures, topic outlines and practice exam questions for first-year law school courses: **Civil Procedure, Torts, Criminal Law, Contracts, Property, and Constitutional Law**. Susan noted, "We created Interactive Legal Tools to fill a technology void in law school study aids. Surprisingly, we were buying audio lectures on cassette tape." Brad contracted with the same vendors he was using at Compadre for audio and video production, product design and manufacturing, audio and video editing, and mastering. He added, "I handled all of the sales and marketing personally, achieving product distribution in over 200 law schools including **Harvard, UCLA, Columbia, University of Texas, NYU, Washington & Lee, and University of Virginia**, among many others. However, we also made the titles available digitally, allowing consumers to download the products from the website." Susan continued, "We were the first company to offer this type of interactive study aid, and one of the first companies in the market to offer our products digitally. It was simply an extension of Brad's experience in the music industry married with our experience as law students."

A natural progression of Interactive Legal Tools was the launch of **LawSchoolDownloads.com**, the first on-line store offering digital law school study aids and bar review materials by top publishers, including **West®, Gilbert Law Publishing, Aspen Publishers, BarCharts Publishing, Inc., and Fleming's Fundamentals of Law**. Susan noted, "We quickly realized that there is not one store offering all of the major law school study aids, including **Gilbert Law School Legends, West® Sum & Substance, and Aspen's Emanuel CrunchTime** products, as digital downloads. We reached out to the top publishers and, in most cases, helped them digitize their products." Brad added, "We probably have 95% of the market and look forward to rapid growth. Our e-commerce platform, DRM provider, and hosting partners are able to handle digital sales and delivery of audio, video, and document downloads with simplicity."

Susan concluded, "We are extremely excited about the possibilities of the digital realm of legal education. The industry is untapped, and there are endless products not yet available for download." Brad added, "Unlike the music industry, where the life of a product is

typically 20 weeks, the legal education market gets over 250,000 new students buying the same product each year. The average product price point is four times higher than that of music, and since legal precedent rarely changes, the typical life of a product can be many, many years.”

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