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For Review, Input & Approval – Draft 1

## **ATTIK'S ART BUYER AMY YVONNE YU IS BEST DJ IN SAN FRANCISCO**

SAN FRANCISCO – Mar. 13, 2006 – Global creative agency ATTIK is very proud to announce that Amy Yvonne Yu, the agency's (art buyer) and traffic coordinator, has just been named the Best DJ in San Francisco by the music editor of the SF Weekly and East Bay Express alternative newsweeklies, both of which are published by Village Voice Media.

The annual competition is held in cooperation with the Ultra Music Festival, which began in 1999 and will present UMF 8 in Miami on Sat., Mar. 25. Through the competition, the music editors at affiliated newsweeklies in the top metropolitan markets across the U.S. chose the winner from their regional entries. Yu was chosen from the submissions made to SF Weekly and East Bay Express, and now, she and the other regional winners are set to mix at live events as part of UMF 8, joining The Killers, The Prodigy, Paul van Dyk, Hot Hot Heat, Hard-Fi, Paul Oakenfold, Carl Cox, Perry Farrell and scores of other sensational musical artists at Miami's Bicentennial Park.

"Amy is a perfect example of one of our staffmembers," said co-founder and group creative director Simon Needham. "She is not only great at her job, she also has the talents to be successful as a DJ – or as a photographer. Her passions for artistic expressions fuel her drive for being an invaluable part of our team, and ATTIK benefits in countless ways from having her onboard. We're all very proud of her."

After clarifying the efforts she makes to keep her musical pursuits from affecting her job – for example, not booking gigs on weekdays – Yu commented on some of the perks her side-interests bring to her day job at ATTIK. "Since I do get all the promos from all the independent electronica labels," she explained, "I generally have unreleased tracks six months in advance, so I can share them with Simon and say, 'Wouldn't this be hot for (insert client here)?'"

The story of her origins as a DJ lead to her ex-boyfriend and current best friend, Sergio Fedasz. "After listening to me ask over and over whether or not certain songs would go together, he finally broke down and taught me," Yu explains, with a laugh. "He actually won the Best DJ in San Francisco title last year," she added.

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## **ATTIK Staffer is San Francisco's Best DJ**

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Yu majored in Art Studio at UC Davis, and established herself as an award-winning freelance photographer over the past twelve years, working for many music magazines, record labels, fashion labels, and commercial clients in the Bay Area. She has also had many regional exhibitions of her work as a conceptual sculptor since 2000.

### **About ATTIK**

ATTIK is a global creative agency committed to designing extraordinary creative experiences that inspire consumers through compelling communications. ATTIK's strategic planning, design, advertising, production, client service and youth research expertise have driven success across an array of consumer product and service categories. ATTIK articulates corporate brand strategy, designs creative solutions for advertising, below-the-line and online media, ensuring target audiences are vitally connected to every facet of its clients' brands. For inquiries in the eastern U.S., please call Will Travis (WillT@attik.com) at 212-334-6401. In the western U.S., please Rachel Newell (RachelN@attik.com) at 415-989-6401, and in Europe, please call Duncan Slater (DuncanS@Attik.com) at +44 (0) 113 2021535.

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