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**Stellar Award Winning Director Launches
New Gospel/Christian Music Video Initiatives**

Atlanta, Ga., May 24, 2004 – Atlanta based film and video director, Darryl D. Lassiter has announced the launch of his new music video division. After winning the 2004 Stellar Award for best music video for Vickie Winans' "Shook", Lassiter saw a need for his firm, DDL Entertainment, to dedicate an entire division to serving the needs of record labels and artists for their music projects. Over the past 15 years, no one else has produced more gospel music videos than Lassiter. To his credit, he has produced and directed over thirty music videos, over 20 national TV commercials, several documentaries and made-for-TV specials. Winans has made it a point to use him exclusively for all of her music video production.

In addition to Winans, DDL Entertainment has involved itself in concept and live concert music videos for other music artists. They include William Becton, James Hall, Witness, Lisa Page, Monica, Silk, Sounds of Blackness, Candi Staton, David Gough, No-Limit Soldiers Kane & Abel and the rock group Kansas. With this experience, Lassiter realized that there was a huge gap in gospel music for good producers for videos. To help address this issue, he is dedicating more time and resources to avail to these artists in order to get quality videos produced for greater publicity for their music. With the ever-increasing popularity of Christian and Gospel music, Lassiter anticipates that more artists and labels will have need of his expertise.

Darryl D. Lassiter has risen above some challenging circumstances to become one of the brightest stars in the gospel music galaxy. Narrowly escaping death on three occasions, his keen eye in film, video and television production has made him the cream of the crop in his field. His film career began in 1991 working on the set of CBS' *In The Heat Of The Night*. He began his career in television and radio in 1985 working at the CBS and ABC network affiliates in Montgomery, AL and the CBS network affiliate in Atlanta, GA. In addition to his recent Stellar award, he won the 2000 New York Independent Filmmaker's award for his film "Pay The Price" for best family drama – the first ever feature film written and made about Black College marching bands which has spawned a nationwide media bonanza. He has also been inducted into the National Black College Alumni Distinction Hall Of Fame and received a 2003 Lifetime Achievement Literacy Classic Award. His Web site is www.paytheprice.com.

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