



Black Salt Films in Talks With Video Game Manufacturers

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Ratti Entertainment Group along with Aries & Co are in talks with video game manufacturers for the "Black Salt" video game series.

PR9.NET November 09, 2004 - It was announced today that "Black Salt", a brand of Ratti Entertainment Group and Aries & Co, is in talks with various video game manufacturers and developers. The possibility of a deal being struck in the near future is a strong possibility. With the video game market becoming such a powerhouse revenue machine, video game manufacturers are always looking for the next great game to take under their wing. Companies like Midway Games have reaped the rewards of the success of the "Mortal Kombat" games, recently released "GTA, San Andreas" reached the top of the video game revenue chain, and most recently Microsoft announced that the release of "Halo 2" will be the largest software release in the history of the company, more than Microsoft XP and Windows. The game had presales of over \$83 million, that's more revenue than the opening weekend box office receipts of Pixar Studios "The Incredibles"

"The video game industry sold over 240 million games last year just here in the United States, that is over \$7 billion in sales. We are looking to be a part of the rapidly growing video game market with The "Black Salt" video game series. This has the ability to be a big revenue generator for the company that we partner with, so we are still keeping our minds open to opportunities as they come along" Stated Owen Ratliff of Ratti Entertainment.

For information on partnership and sponsorship opportunities for the "Black Salt" film and video game projects call New Age Media Concepts at 888-463-9237, www.namct.com.

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About Ratti Entertainment Group

Ratti Entertainment Group was created to assist independent music labels successfully execute their business plans. With marketing experience and a strong emphasis on strategic budgeting, planning, and grass roots retail promotions, the skillful services that are offered will help make any musical project a successful one.

With a strong network system in place, and access to some of the best music connections in the United States, Canada, England, Germany, Japan, Scandinavia and the Netherlands, Ratti Entertainment Group offers independent labels and artist options that could be an asset in their pursuit of success.

Some of the songs that Ratti Entertainment has represented were placed in movies such as "Bulworth" starring Warren Beatty and Halle Berry, "Fakin Da Funk" starring Pam Grier, "Blade" starring Wesley Snipes, "The Learning Curve", "Unsigned Artist" on MTV, "Intimate Betrayal" and AfterAll" both BET movies.

About New Age Media Concepts

New Age Media Concepts is one of the premiere and most innovative advertising and marketing companies in the United States today. Providing clients with media planning, public relations, crisis management and creative development services. Catering to small and large companies both publicly and privately held.

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