



**MUSIC INDUSTRY VETERAN
HUGH KIRKPATRICK
JOINS KENTUCKY-BASED TECH COMPANY iDITTY**

- ***Kirkpatrick Appointed Senior Vice President Of Business Development*** •
- ***Heads Nashville Offices*** •

NASHVILLE, Tenn. (October 13, 2015) – **iDitty**, the Kentucky-based tech company that manufactures a fan-oriented digital ecosystem (via an “All-Access” laminate), is pleased to announce the addition of Music City native and industry veteran, **Hugh Kirkpatrick**, to its executive team. Kirkpatrick is seated as the **Senior Vice President of Business Development**.

With manufacturing operations located in Catlettsburg, KY, iDitty established its Music City business residency as official, with Kirkpatrick at the helm, just moments away from Music Row. [The Nashville offices are located at 4322 Harding Pike, Suite 417 (37205).]

“I’m pleased to join a company dedicated to helping provide the ultimate fan experience,” states **Kirkpatrick**. *“Nashville has become an epicenter for ‘all-things-entertainment’ and iDitty is innovative in advanced technology to present a really cool physical asset that delivers digital content that brings its clients (artist, celebrity, sports figure or charity) front and center. Music City is the ultimate home for iDitty.”*

With a 25-year career that spans across the music and entertainment industry, and media sector (highlighting expertise in business development and networking strategies), Kirkpatrick’s resume lends well to the iDitty business growth plan. With a resume that includes MCI, WorldCom, WNAB-TV, Cumulus Media, The Country Network and iHeart Media, just to name a few. He will oversee iDitty brand development, new business relations and sales strategy.

“We are thrilled Hugh has joined our team,” added **iDitty founder and president Dan Huff**. *“His history in the industry and the city is valuable; he is a logical and appropriate extension of the iDitty platform. Hugh’s experience will help iDitty to reach and provide a knowledge transfer and deepen the connection between the entertainer and the consumer through this new digital format.”*

Founded in 2014, iDitty offers the absolute “virtual fan experience” at a swipe of a finger. The newly created iDitty model delivers complete albums (reporting to SoundScan), real-time photos and videos (as well as one-of-a-kind unique specialty content) to the fans, supports artist awareness and social media campaigns, is a compliment to special promotions and enhances label and artist revenue streams.

For more information on iDitty, please visit iditty.net.

Hugh can be reached with questions here: Hugh@iDitty.net • cell no. 615.504.4770

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