

**FOR IMMEDIATE RELEASE**



## **Electronic Press Kit Service myPPK™ - Power Press Kits™ Launches Private Screening Room Feature**

Gilbertsville, PA USA – (11-Apr-11) [Electronic press kit service, myPPK™ – Power Press Kits™](http://www.powerpresskits.com) ([www.powerpresskits.com](http://www.powerpresskits.com)) recently developed and installed a new **Private Screening Room** feature that allows users to set their electronic press kits to private, password-only viewing.

Since the release of Power Press Kits (PPK) in 2007, the service has quickly grown to become the [online promotional tool](#) and website of choice for startups, stars and legends on six continents™ including GRAMMY® winners and nominees, multi-platinum-selling artists, record labels, American Idol finalists, world-champion athletes, models, colleges, top management agencies, international businesses and many more.

“We are extremely excited about our new Screening Room feature,” said Ron Schock, President of **Impact Artist Promotions, LLC** which developed and operates the PPK service. “For the vast majority of our current users, PPKs are an international, online promotional service utilized for promoting their skills and services to the global media and public. However, we know there are many users across the globe that have greater needs.

“They may have all of the websites and social-networking sites that they need, yet they don’t have the ability to professionally and privately share files and information over the internet, free from the public eye. Our new Screening Room feature provides them the technology to do that very thing.”

**Penny Foster**, a songwriter / artist from **London, UK** commented, “As a songwriter I find the new screening room feature is perfect for sending a mixture of finished productions and demos to selected producers, managers labels and publishers along with all of the information they need, when pitching songs or putting yourself forward for projects.”

According to Schock, others to utilize the new feature include a record label from Los Angeles advancing a band assembled by a multi-platinum-selling producer which includes a guitarist who played in a multi-platinum-selling (20M) mega band, another rock band from Los Angeles comprised of the sons of a GRAMMY-nominated multi-platinum-selling R&B legend, a former American Idol finalist from Nashville, a Christian worship band from Pennsylvania, an author from Florida and others requesting anonymity.

Additional information on Power Press Kits and the new Screening Room feature can be found at [www.powerpresskits.com](http://www.powerpresskits.com).