

## AURELIA ENTERTAINMENT

Based in New York City, Aurelia Entertainment Inc. is the world's leading marketing and promotions firm catering to the Electronic and Dance Music community. Some of Aurelia's high profile clients include Paul van Dyk, DJ RAP, Robbie Rivera, Global Underground Records and many others.

"In addition to PR and branding, Aurelia is tasked with managing the Web properties of all of our clients," said Lainie Copicotto, CEO of Aurelia Entertainment Inc. "Anything that makes it easier to standardize content is a godsend. When I first saw gydget I knew it was going to make my life easier since I could enter in events once and use the gydget across all social networking sites instead of re-entering dates over and over."

Lainie was so impressed with gydget that she decided to create them for her entire roster of clients. "We knew it was going to save us time, but we didn't anticipate the fan reaction or adoption. Paul van Dyk's widget was only up for a few days when I went into the tracking tool to see how many people had grabbed it. 350 fans had grabbed it and added it to their own pages. For us, this is the greatest reward.

To get more info on Aurelia Entertainment go to:  
<http://www.aureliaentertainment.com>



GRAB YOUR WIDGET

Gydget provides a social marketing platform, which enables organizations in the sports and entertainment industry to reach their audiences where they congregate most: at social networking and fan-oriented websites. Gydget also helps these organizations acquire new fans via their fan's networks of friends. Its core product, gydget, is a stand-alone, viral web application widget that can be created by anyone, without complex and expensive Flash development or expertise with disparate social network APIs.



**Paul van Dyk gydget by the numbers**  
**Number of days live: 4**  
**Number of gydget views: 81,542**  
**Number of locations on the web: 388**