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BMI PROMOTES CAMELLIA PETTY TO VICE PRESIDENT, PRODUCT & APPLICATION DEVELOPMENT

NASHVILLE, TN - April 11, 2011 – Broadcast Music, Inc. (BMI) has promoted Camellia Petty to Vice President, Product & Application Development, it was announced by James King, Senior Vice President, Business Technology. Reporting directly to King, Petty is based in BMI's Nashville office.

In her new role, Petty heads up the Product & Application Development department, which reports to the Office of Business Technology under the umbrella of the newly formed BMI Information Services Group. In her new position, Petty is responsible for building the business processes and technical foundations required to meet the future needs of BMI's songwriters, composers, publishers and licensees.

According to King, Petty's responsibility spans all Application Systems and Product Development within BMI, including Data Governance, Data Management, Data Architecture, Imaging Technology and Business Intelligence. "Camellia's abilities and experience equip her to thrive in this position," King said. "She has the knowledge, discipline, and passion required to deliver the next generations of technology for our affiliates and business partners."

King said Petty has played a key role in creating innovative programs to accurately distribute royalties to BMI's songwriters and music publishers. Those programs include new methodology for the precise distribution of royalties from professional sports teams, theme parks, airlines and live performances in concert venues of all sizes.

"Camellia is a dedicated, resourceful leader, who mobilizes large numbers of people to accomplish important tasks," said King.

Petty joined the BMI Information Technology department in 1995 as Project Manager and has been an officer since 1999. Prior to BMI, she was Business Systems Manager at Schneider Electric and worked as an IT professional for several Middle Tennessee retailers and manufacturers.

She holds a Bachelor's degree in Business Administration from Cumberland University (Lebanon, Tennessee) and an Associate of Science degree from Nashville State Technical Institute. Petty is an active member of the Nashville Technology Council, the BMI Foundation and ORACLE Customer Support Council.



Camellia Petty,
Vice President,
Product & Application
Development