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PRESS RELEASE

JAMAICA JOINS THE ISLANDS OF THE BAHAMAS, BARBADOS, TURKS AND CAICOS AND ST. KITTS AS SPONSORS OF CARIBBEAN ROCKS NYC – TEMPO TURNS 10

FIVE OF THE TOP CARIBBEAN DESTINATIONS ROCK NYC WITH TEMPO, CONNECTING WITH THE CARIBBEAN DIASPORA AND GENERAL MARKET TRAVELERS THROUGH CULTURE AND ENTERTAINMENT

New York, NY, June 1, 2016

TEMPO Networks is excited to announce that world-renowned Caribbean destination Jamaica is now a Gold Sponsor of **Caribbean Rocks NYC - TEMPO Turns 10**. Jamaica gracefully joins the Islands of the Bahamas, Barbados, Turks and Caicos and St. Kitts, as inaugural sponsors of this groundbreaking event that recognizes the Caribbean Diaspora as a significant force and celebrates the power of Caribbean entertainment, particularly as it relates to advancing the Caribbean tourism product.

“Jamaica is pleased to join its counterparts in celebrating the vibrant and effusive regional entertainment brand during Caribbean Week in New York,” notes Hon. Edmund Bartlett, Jamaica’s Minister of Tourism. “Furthermore, we wish to congratulate TEMPO on achieving this significant milestone of ten years. Any event that promotes the power of Caribbean entertainment is worthy of support and Jamaica is delighted to be on board.” Several of Jamaica’s top entertainers will grace the **Caribbean Rocks NYC – TEMPO Turns 10** stage, including Romain Virgo, Loyal Flames, Cecile, super funny comedian Quite Perry and host and radio announcer Mr. Ron Muschette.

Jamaica and other destination sponsors of **Caribbean Rocks NYC – TEMPO Turns 10** will receive significant event branding, telecasts across TEMPO’s cable television distribution (Verizon FiOS, Optimum/Cablevision, Caribbean-wide) and



talent exposure over the course of a 3-month summer campaign. This campaign will include trip giveaways to these amazing destinations in connection with TEMPO's launch on Verizon FiOS to over 4.6 million potential subscribers.

“A huge and warm welcome to the great Caribbean destination, Jamaica – you told me “soon come” and then you entered with the Caribbean swagger you are known for,” said Frederick A. Morton, Jr., Founder, Chairman and CEO of TEMPO Networks. “Jamaica’s addition to our rocking line-up of destination sponsors is the icing on TEMPO’s birthday cake. The journey now clearly begins in the North with the islands of the Bahamas and Jamaica, over to Turks and Caicos, down the chain to St. Kitts and arriving in the South to Barbados. These leading Caribbean destinations are a true representation of the colorful fabric and diversity of the Caribbean tourism brand, and when you add music and entertainment to the marketing mix, the irresistible reasons to visit the Caribbean are too numerous to mention,” said Morton.

Positioned at the crossroads of entertainment and travel for the past 10 years, TEMPO has worked with numerous Caribbean destinations, identifying and cultivating burgeoning talent, promoting and producing cultural events and creative content as well as innovative tourism marketing initiatives. TEMPO is the recognized industry facilitator and partner, involved in establishing important positive linkages between Caribbean hospitality and entertainment. As Steve Harvey referred to TEMPO in a recent trip giveaway, TEMPO is “the Caribbean Connection” (visit www.gottempo.com/steveharvey).

Caribbean Rocks NYC – TEMPO Turns 10, produced in association with the Caribbean Tourism Organization (CTO) will take place during Caribbean Week NY at the legendary BB Kings Blues Club and Grill on Sunday June 5, 2016. In addition to the destination sponsors, **Caribbean Rocks NYC** is also sponsored by the Bahamas Telecommunications Company, Caribbean Airlines, American Airlines and Norwegian Airlines. Visit www.caribbeanrocksnyc.com for further event details and ticket purchases, or call 718-355-8255. For more information about Caribbean Week NY visit CaribbeanWeek@caribtourism.com or call (212)



635-9530.

About TEMPO Networks

TEMPO Networks is the premier media and entertainment company worldwide producing and offering culturally relevant Caribbean content and engagement on all media platforms: on air, online, on mobile and on the ground. TEMPO Networks' Flagship cable television network, TEMPO, captures and delivers the extraordinary Caribbean vibe, loved worldwide by over 40 Million annual travelers to the Caribbean, by producing and delivering Caribbean content dedicated to travel & tourism, music, cuisine, adventure, sailing, diving, social awareness initiatives, etc. TEMPO is the "Caribbean Connection." TEMPO broadcasts on Verizon FiOS throughout 9 US States and Washington DC in the United States Northeast and Mid-Atlantic, on Optimum/Cablevision in the NY Tristate Area and throughout over 30 countries throughout the Caribbean, reaching over 5M viewers. Additional information on TEMPO is available at www.gotTEMPO.com.

About Jamaica Tourist Board

The Jamaica Tourist Board (JTB), founded in 1955, is Jamaica's national tourism agency based in the capital city of Kingston. The JTB was declared the Caribbean's Leading Tourist Board by the World Travel Awards (WTA) from 2006 to 2015. Also in 2015, Jamaica earned the WTA's vote for the Caribbean's Leading Destination and the Caribbean's Leading Cruise Destination for the tenth consecutive year. Jamaica was named the top three island in the world by TripAdvisor® in 2016. Additionally, Ocho Rios was named the Caribbean's Leading

Cruise Port; Sangster International Airport was voted the Caribbean's Leading Airport; Club Mobay was named the Caribbean's Leading Airport Lounge; Dolphin Cove was voted the Caribbean's Leading Adventure Tourist Attraction; the Montego Bay Convention Center was named the Caribbean's Leading Meeting & Conventions Center; and GO! Jamaica Travel was named the Caribbean's Leading Tour Operator.

JTB offices are located in Kingston, Montego Bay, Miami, Toronto and London. Representative offices are located in Berlin, Barcelona, Rome, Amsterdam, Mumbai and Tokyo.

For details on upcoming special events, attractions and accommodations in Jamaica go to the JTB's Web site at www.visitjamaica.com or call the Jamaica Tourist Board at 1-800-JAMAICA (1-800-526-2422). Follow the JTB on Facebook at <http://www.facebook.com/visitjamaica>, on Twitter at www.twitter.com/visitjamaicanow, on Instagram at www.instagram.com/visitjamaica, on Pinterest at www.pinterest.com/myjamaica, or on YouTube at www.youtube.com/myjamaicajtb. View the JTB blog at www.islandbuzzjamaica.com.

About the Caribbean Tourism Organization

The Caribbean Tourism Organization (CTO), with headquarters in Barbados and offices in New York and London, is the Caribbean's tourism development agency comprising the membership of the region's finest countries and territories including Dutch, English, French and Spanish, as well as a myriad of private sector allied members. The CTO's vision is to position the Caribbean as the most desirable year round, warm weather destination, and its purpose is Leading Sustainable Tourism – One Sea, One Voice, One Caribbean. Follow CTO on Instagram at <https://www.instagram.com/ctotourism>



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