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WMG's Christian Music Division Acquires Nashville Booking Agency

In its latest move to expand its array of in-house services, Warner Music Group's Word Entertainment division has acquired the Breen Agency, a booking operation that represents such Christian acts as Point of Grace, Cindy Morgan and Plumb.

The two sides declined to release financial details of the sale. The Nashville agency's founder David Breen and agents Dara Easterday and Rann Russell will remain with Word and have moved into the company's Music Row offices.

"Instead of just hiring somebody and starting to book in-house," Word Entertainment COO Rod Riley says. "We chose to acquire a company with a roster of 30-plus artists because the momentum we could bring in-house with David was very attractive to us."

The deal is part of Word's efforts to become a full-service Christian entertainment company, Riley says. The acquisition of the Breen Agency comes three years after Word Entertainment launched a merchandising division to handle the design, production and sale of artist-branded merch like T-shirts and hats.

"What we're doing at Word is offering active solutions through merch, e-commerce and now the booking side," Word Entertainment president/CEO Mark Bright says. "We're saying to an artist, 'You can come in and we'll provide a solution.'"

Breen says he had been looking for a partner that could help grow his agency. Joining forces with Word "really offers an opportunity for growth through their resources and relationships in a time when a lot of agents can't put

money into marketing and can't put a lot of focus on growth," he says. "It was exciting for me to branch out, and they assured me that they loved what I had built and just wanted me to continue."

New Word signings will have the option of being represented by Breen and his staff, but the agency won't represent Word acts exclusively. "We did not lose one artist in the transition and since then, I've had meetings with four other artists who are not Word artists that are interested," Breen says.

Word was founded in 1951 as a record label specializing in Christian music and through the years has grown to encompass several divisions including Word Distribution, Word Music Publishing and Word Label Group's Word Records, Ferret Records, Canaan Records and Myrrh Records. Warner acquired Word Entertainment in 2002 from Gaylord Entertainment for \$84.1 million, and later that year Curb Records acquired a 20% stake in Word.

Word Entertainment's various labels are home to such acts as Diamond Rio, BarlowGirl, Mark Schultz, Randy Travis, Big Daddy Weave and Francesca Battistelli.

Some of Breen's clients are already part of Word's roster, including pureNRG, Sidewalk Prophets and the Dove Award-winning Point of Grace, a trio that includes Breen's wife, Shelley.

"As a Word artist for our entire career, we are very excited about the immediate synergy created by this move," Point of Grace's Denise Jones says. "There has long been a disconnect on many levels between labels and booking agencies, but now, for the first time ever our team is under one roof working side by side to make the best decisions for our business."

"They assured me that they loved what I had built and just wanted me to continue."
—DAVID BREEN, THE BREEN AGENCY

BOXSCORE Concert Grosses

	GROSS/ TICKET PRICE(S)	ARTIST(S) Venue, Date	Attendance Capacity	Promoter
1	\$2,668,150 \$350/\$45	ERIC CLAPTON, STEVE WINWOOD Hollywood Bowl, Hollywood, June 30	17,013 sellout	Bill Silva Presents, Andrew Hewitt Co.
2	\$1,628,667 (\$2,030,336 Australian) \$391.32/\$62.55	JAY CHOU Acer Arena, Sydney, July 3	13,047 sellout	JMS Productions
3	\$1,295,873 (\$934,144) \$133.17/\$88.78	EAGLES Sportpaleis, Antwerp, Belgium, June 18	11,031 12,096	Live Nation International
4	\$1,291,614 (\$1,610,712 Australian) \$96.15	PINK, FAKER Newcastle Entertainment Centre, Newcastle, Australia, July 3-4	14,570 two sellouts	Michael Coppel Presents
5	\$1,033,927 (\$777,114) \$125.06/\$51.89	BEYONCÉ Sportpaleis, Antwerp, Belgium, May 7	15,780 15,836	Greenhouse Talent
6	\$1,018,745 \$70/\$35	RASCAL FLATTS, DARIUS RUCKER Nissan Pavillion at Stone Ridge, Bristow, Va., June 27	23,200 sellout	Live Nation
7	\$980,907 \$75/\$20	SCHAEFFER EYE CENTER CRAWFISH BOIL: 311, SNOOP DOGG & OTHERS Outdoors at the BJCC, Birmingham, Ala., May 1-2	33,852 two sellouts	Red Mountain Entertainment
8	\$965,058 \$70/\$35	RASCAL FLATTS, DARIUS RUCKER Comcast Theatre, Hartford, Conn., June 26	22,535 sellout	Live Nation
9	\$936,813 \$125/\$45	RICARDO ARJONA Coliseo de Puerto Rico, Hato Rey, Puerto Rico, May 22-23	10,553 19,162 two shows	Stein Dueño Entertainment
10	\$878,028 (\$672,860) \$58.72/\$45.67	LENNY KRAVITZ Sportpaleis, Antwerp, Belgium, April 19	6,208 6,234	Live Nation International
11	\$830,037 \$39	WIDESPREAD PANIC & OTHERS Amphitheater at the Wharf, Orange Beach, Ala., April 17-19	21,283 25,500 three shows	Red Mountain Entertainment, in-house
12	\$819,002 (\$946,504 Canadian) \$38.50	STAR ACADÉMIE Sportif Lacroix-Dutil, St-Georges de Beauce, Quebec, July 2-5	21,272 24,750 five shows	Gillett Entertainment Group, Productions J
13	\$813,585 \$149.50/\$79.50/ \$49.50	FLEETWOOD MAC Atlantic City Boardwalk Hall, Atlantic City, N.J., June 13	3,458 1,670	Caesars Atlantic City
14	\$705,323 (\$532,444) \$82.13/\$52.99	LIONEL RICHIE Sportpaleis, Antwerp, Belgium, April 27	10,746 2,159	Live Nation International
15	\$704,990 \$100/\$75/\$50/ \$30	DANE COOK, ROBERT KELLY, AL DEL BENE Palace of Auburn Hills, Auburn Hills, Mich., June 12	12,579 16,000	Palace Sports & Entertainment
16	\$704,435 \$75/\$39.50	KENNY CHESNEY, MIRANDA LAMBERT, LADY ANTEBELLUM Nikon at Jones Beach Theater, Wantagh, N.Y., June 24	11,651 13,824	Live Nation, The Messina Group/AEG Live
17	\$702,985 \$70/\$31	RASCAL FLATTS, DARIUS RUCKER Superpages.com Center, Dallas, June 13	17,832 19,852	Live Nation
18	\$702,229 (\$440,521) \$55.79/\$27.90	BOYZONE, EOGHAN QUIGG Wembley Arena, London, May 29-30	13,225 14,960 two shows	3A Entertainment
19	\$701,385 \$60.50/\$30.50	DAVE MATTHEWS BAND, THE HOLD STEADY Verizon Wireless Amphitheater, Maryland Heights, Mo., June 17	17,699 21,000	Live Nation
20	\$700,436 \$105.20/\$35.20	DANE COOK, ROBERT KELLY, AL DEL BENE Jobing.com Arena, Glendale, Ariz., May 28	12,354 14,482	Live Nation, in-house
21	\$697,834 \$80/\$25	NO DOUBT, PARAMORE, THE SOUNDS Cynthia Woods Mitchell Pavilion, The Woodlands, Texas, May 31	16,465 sellout	Live Nation, in-house
22	\$690,959 \$49.50/\$39.50/ \$20	TAYLOR SWIFT, KELLIE PICKLER, GLORIANA Greensboro Coliseum, Greensboro, N.C., June 12	14,641 sellout	The Messina Group/AEG Live
23	\$688,725 \$125/\$45	FLEETWOOD MAC Sommet Center, Nashville, June 19	8,895 13,472	Live Nation, in-house
24	\$685,812 \$70/\$35	RASCAL FLATTS, DARIUS RUCKER PNC Bank Arts Center, Holmdel, N.J., June 25	12,270 16,000	Live Nation
25	\$681,753 (\$868,000 Australian) \$109.88/\$78.46	THE PUSSYCAT DOLLS, LADY GAGA Adelaide Entertainment Centre, Adelaide, Australia, May 28	7,903 9,888	Michael Coppel Presents
26	\$680,204 (\$823,245 Canadian) \$206.56/\$32.64	LEONARD COHEN Rexall Place, Edmonton, Alberta, April 25	7,901 sellout	Concerts West/AEG Live
27	\$674,435 \$80/\$50/\$39.50	KENNY CHESNEY, MIRANDA LAMBERT, LADY ANTEBELLUM Darien Lake Performing Arts Center, Darien Center, N.Y., June 4	15,176 21,192	Live Nation, The Messina Group/AEG Live
28	\$672,445 (\$493,864) \$85.78/\$65.36	ENRIQUE IGLESIAS O2, Dublin, May 12	8,223 sellout	MCD
29	\$665,621 (\$814,325 Canadian) \$40.46	KINGS OF LEON, THE WALKMEN Air Canada Centre, Toronto, April 21	16,582 sellout	Live Nation
30	\$663,895 \$65/\$35	NICKELBACK, SEETHER, SAVING ABEL Veterans Memorial Arena, Jacksonville, Fla., April 22	11,695 12,386	Live Nation
31	\$663,245 \$80/\$10	NO DOUBT, PARAMORE, THE SOUNDS Superpages.com Center, Dallas, June 30	19,969 sellout	Live Nation
32	\$660,270 \$65	DAVE MATTHEWS BAND, OLD CROW MEDICINE SHOW Verizon Wireless Music Center, Pelham, Ala., April 20	10,290 sellout	Live Nation
33	\$659,155 (\$400,585) \$53.48/\$26.74	BOYZONE, EOGHAN QUIGG Scottish Exhibition & Conference Centre, Glasgow, Scotland, June 12-13	12,528 13,700 two shows	3A Entertainment
34	\$656,413 \$71/\$31	RASCAL FLATTS, DARIUS RUCKER Verizon Wireless Amphitheater, Maryland Heights, Mo., June 5	16,591 19,921	Live Nation
35	\$655,192 \$59.50/\$39.50/ \$20	KEITH URBAN, ZAC BROWN BAND Allstate Arena, Rosemont, Ill., May 15	12,179 sellout	Jam Productions