

## Double XXposure Celebrates 40 Years From the Basement to the Boardroom



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Few fledgling start-ups survive for 40 years. Double XXposure Media Relations, founded and headed by entertainment industry executive Angelo A. Ellerbee, beat those odds and is still going strong. Beginning his work on his mother's dining room table and a "teen telephone line" in Newark, NJ, Ellerbee learned his best life and career lessons from his mother, who gave him tough, no-nonsense maternal love and instilled his considerable survival skills in him. Ellerbee, a graduate of the Fashion Institute of Technology in New York City, went on to design and model.

He always had an affinity for music and entertainment, and rode the wave of their inevitable marriage to fashion. So, when music beckoned, in the form of his eventual mentor, musician James Mtume, Angelo answered. He learned ins-and-outs of the music business at the elbow of this generous, gracious man. Not too much later, Angelo toiled and developed his considerable personal brand during his record label tenures, as Director of Black Music at Chrysalis Records and as Senior Vice President at Island Black Music. Known for his creativity and work ethic, the durable Ellerbee worked - and continues to work - from the gut, the heart and the soul. Double XXposure Media Relations was born in 1972, crafted by Ellerbee to be a one-stop-shop for his clients. The same record labels he once worked, as well as several others, sought him out to not only optimize the exposure of their artists with publicity, but to also groom their artists for longevity with his cutting-edge Artist Development training course. Filling a glaring industry-wide void, he even became known as the "Henry Higgins of Hip-Hop" for his work with preparing rappers for their careers.

Ellerbee has worked with a wide array of clientele, ranging from Michael Jackson to DMX (whom he also managed) and all in between. Diversification is his middle name. Fast forward 40 years, and Angelo, sole proprietor of his company, is a survivor in a business that has chewed up and spit out many, many people. The music business, and entertainment in general, has undergone several industry-altering changes in the past few years and Ellerbee moves with the tide, re-branding and re-inventing his services and capabilities to fit the current marketplace. He is not in it to be famous, as so many are in this new reality TV world, he is in it to serve his clients. A testament to his staying power is that he has never had to solicit or advertise for business, and that 50 percent of his former clients eventually return to the fold. He studies his clients and their potential with the tactical precision of a military general. He leaves no stone unturned, in a rather guerrilla-like fashion, when approaching his work to enhance the profiles of his clients, who these days also include authors, athletes, executives and the like. Double

XXposure Events Division is also unparalleled; Angelo utilizes his FIT skills to design and produce spectacular events, both large and small. The well-rounded Ellerbee also recognizes the importance of social activism and the well-founded marriage of entertainment and politics. The synergies are actually never-ending, in Angelo's mind. Angelo A. Ellerbee has staying power and guides his Double XXposure Media Relations as any strong captain would with his ship - steady, focused, sure and on course. That is undoubtedly why, though many others have gone under throughout the past 40 years, Ellerbee