

PRESS RELEASE

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Official Launch and Notification of AZA Group Management, LLC

AZA Group Management specializes in broadcast engineering, IT, and productions serving Sports, Media, Politics, Education, Entertainment, Corporate and the Faith-based Industries.

Dateline: [ATLANTA, GEORGIA, January 2022] — AZA Group Management LLC is pleased to announce its official launch. AZA Group Management LLC is a multi-faceted company focused on: Broadcast Engineering Services, Education, and Training future minority engineers.

The name 'AZA' in Swahili means to reflect, to think, to be strong. The logo incorporates a play button for content with the 'arcs' representing linear and digital 'signal to signal' technologies that are continually evolving and transforming today and the future. Our vision is to provide businesses with the next generation of broadcast technology services for their content strategy. Additionally, to change the trajectory and trend of declining broadcast engineers, especially for people of color by stepping in the gap, partnering with but not limited to historically Black colleges and universities (HBCUs) developing curriculum toward certifications, provide the training ground working with AZA Group Broadcast Engineers to produce live events.

We recently conducted a conversation with Arthur Harris a forty-eight year veteran of the television industry and former VP of CBS Sports. He stated "As I looked around, as a Vice President of CBS Sports, I saw very few black engineers, and the question was always, why? I know we are smart enough. Maybe what's needed is a practice field that allows us to prepare to go into the game and perform immediately." He went on to say "Many were denied those opportunities due to lack of experience. But how do you acquire experience if you don't have the opportunity. Not much has changed, but we are now at a point where those of us who were successful can reach back and help develop the next generation of executives."

AZA Group Management LLC is proficient in project planning, process improvement, maintenance, training and development of technical facilities. We are a full-fledged, deployable collaborative enterprise with management, implementation, and technical skills to support and maintain broadcast and multi-platform network delivery systems. This includes all aspects of live events, content streaming, venue coordination, TV production, mobile unit development and deployment, HD-SDI, IP fiber and satellite transmissions, designing and developing studio, control room, radio, broadcast facilities and distribution systems especially at HBCUs.

About AZA Group Management, LLC

AZA Group Management LLC is composed of 7 professionals in the areas of Broadcast Engineering, IT Systems, Education Development, Marketing, Sales and Production.

SIGNAL TO SIGNAL TRANSFORMATION: TODAY AND FOR THE FUTURE

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