



**ASG ENTERTAINMENT RETAINS OWNERSHIP OF BORDERCROSS SOUNDTRACK
WILL MARKET CONCURRENTLY WITH FILM**

APRIL 6, 2017: Orlando, Florida: ALWAYS SOMETHING GOOD ENTERTAINMENT, INC. (ASGE) is happy to announce that the final stages of preparing their feature film “Bordercross” for worldwide release is nearing completion. The feature film that follows professional fighter “Danny Boy Jackson” (Lorenzo Lamas) as he frantically endeavors to save his kidnapped son “Jamie” (Connor Pryce) from being transported across the “Border” to be sold into human trafficking. The film includes other notable stars, Danny Trejo and the popular Indian actress Elisha Kris along with Corbin Timbrook and Brian Goff.

The film’s soundtrack was created by world renown music composer, performer and producer Ronne King. The soundtrack includes a combination of popular and recognizable past and present artists, original scoring and also features a collection of emerging artists and groups. As the ASG Music Supervisor, Ronnie performed his services with Ronnie King Official (ronniekingofficial.com) and his newly formed Ronnie King Group as it continues to expand the RKG Brand worldwide. The Ronnie King Group “Brand” includes music publishing, merchandising, production, composing, performing, and licensing. When interviewed, Ronnie stated, “After seeing the first cuts of the movie, I knew exactly how I wanted to portray the music in the film. The first impression I got was that it was a “Rugged Faith” theme. I will be composing the music for the score to depict exactly that: a little dusty (Texas) and symphonic with a touch of hip-hop and a taste of Tejano. I am also enlisting the services of some of my past colleagues to provide music for the movie soundtrack”

Ronnie also added: “This is an amazing opportunity that ASGE has created is unique where we get to control the music separately from the film. With this we can cross-pollinate with the film and create broader awareness through the popularity, notability and brand of the musicians while potentially enhancing the notoriety of both the film and the soundtrack. My colleagues and I are excited to be included and to be a part of this opportunity not only for the music but to also bring awareness to combat this horrible crime of human trafficking.”

ASGE will be utilizing the worldwide digital and social media marketing services of Travis Cloyd and his company Mega World Media (www.MegaWorldMedia.com). ASGE has executed an international distribution agreement with American Cinema International (ACI) for the foreign sales of the film. The film is present at the ACI booth these next few weeks at the MIP market in Canne, France. ASGE will be announcing the execution of the North American and Canadian territories distribution agreements that are being facilitated with several notable companies and platforms. Various premiers are planned in various locations including Los Angeles, Texas. You can read more about us and keep apprised by visiting our website at www.ASGEntertainment.com.