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2011 Billboard KPOP Masters, Presented by MGM Grand

Las Vegas, NV - November 17, 2011 – KPMA, LLC promotes the “2011 Billboard K-Pop Masters, Presented by MGM Grand” Friday, November 25 and Saturday, November 26, 2011 inside the MGM Grand Garden Arena in Las Vegas, NV. As this premier event showcases the top stars in K-Pop, KPMA has committed giving 100 tickets to support Koreatown Youth & Community Center’s Holiday Carnival, an event which provides toys to children from low-income families for the Holidays on December 10, 2011.

“We appreciate KPMA’s generous support for KYCC’s Holiday Carnival. Last year, due to an unexpected near-doubling turn-out, we were short of toys for the children,” said John Ho Song, Executive Director of KYCC. “It will help secure more toys and allow us to use our resources for making the rest of the Holiday Carnival as joyful as the toy give away.”

“As the concert demonstrates the universal appeal of K-Pop, it is only fitting that the 2011 Billboard K-Pop Masters, Presented by MGM Grand supports the most commendable Korean organization in the US. We hope to bring not only great entertainment, but entertainment that shapes the future,” said Richard Choo, Co-founder & CMO of KPMA, LLC.

Concert will feature K-Pop’s top 100 including: **Dong Bang Shin Ki (TVXQ), B2ST, 4 Minute, G.Na, MBLAQ, Brown Eyed Girls,** and **Sistar**. This line-up is bound to expand to include more of the greatest names in K-pop.

Additional information regarding the performers, ticketing and celebrity guests will be announced in the near future. For updated event information visit www.kpopmasters.com or www.mgmgrand.com.

Ticket prices range from \$75 to \$300. Tickets are available for purchase through TicketMaster.

About KPMA, LLC.

KPMA, LLC., is a Las Vegas based event producer and organizer that is formed of a team with a broad array of experience in show production, concert promotion, and large scale exhibitions both in the US and Internationally.

About KYCC

The mission of the Koreatown Youth and Community Center, Inc. (KYCC) is to serve the evolving needs of the Korean American population in the greater Los Angeles Area as well as the multi-ethnic Koreatown community. KYCC's programs and services are directed toward recently immigrated, economically disadvantaged youth and families, and to promote community socio-economic empowerment.

About MGM Grand Garden Arena

The MGM Grand Garden Arena, one of the world’s most prominent stages, is home to major concerts, championship boxing, premier sporting and special events. With a maximum capacity of 16,800, the arena has hosted such global events as The Billboard Music Awards, The Academy of Country Music Awards and multiple UFC Championships. It has also been home to some of the greatest concerts including The Rolling Stones, Madonna, Elton John, U2, Britney Spears, Paul McCartney, Barbara Streisand and Alicia Keys. Equipped with the best stage, lighting, audio, and visual abilities, The MGM Grand Garden Arena will play host to this historical event, The 2011 Billboard KPOP Masters presented by MGM Grand.