



DJ AM (Adam Goldstein)

DJ AM, the Entertainment industry's premier DJ, is synonymous with what's happening and cool in metropolises around the globe. His regular gigs include spinning at some of Los Angeles' most exclusive nightspots (The Roosevelt, Avalon, Concorde & Joseph's) where you can see A-List crowds dancing to his beats. With requests to DJ parties and events coming in from cities nationwide, AM can be found anywhere from Los Angeles to Las Vegas to New York and Miami – even occasionally in Japan.

Last year, AM broadened his reach by entering the club real estate market. Teaming up with co-owner Loyal Pennings (Las Palmas, El Centro), he opened his first club, LAX, aptly named due to the subtle nuances reminiscent of executive airport lounges. Located in the heart of Hollywood on Las Palmas, LAX has quickly become the place to be, and is one of the hottest local celebrity haunts. Plans are in the works to expand the theme to other cities, with offers coming in for ventures potentially in Las Vegas and Miami.

In September of 2005, DJ AM teamed up with Blink 182's world-famous drummer Travis Barker for a residency at Pure, the club at Caesar's Palace in Las Vegas, after their hugely successful debut performance at KROQ's Inland Invasion. Apart from his dates with Travis, AM also has several club residencies on his own. His fans can see him every Friday night at Pure in Las Vegas, every Wednesday at his club LAX in Los Angeles, and once a month at RESERVE in Chicago.

AM also recently tried his hand at on-camera work, becoming the first DJ to host a live on-air interview post for the E! Network at the 2006 Grammy Awards in February.

Hailing from Center City, Philadelphia, DJ AM was a member of a local rock group before singer Melissa Etheridge introduced the best-kept secret in DJ'ing to the masses by hiring him to spin at her 40th Birthday party in 2001. Since then, he has DJ'd hundreds of special events, including celebrity birthday parties (Jessica Alba, Usher), A-list weddings and engagement parties (Ben Stiller, Jennifer Lopez), and big-budget movie premiere parties (Paramount's *War Of The Worlds* with Tom Cruise, *Mean Girls* with Lindsay Lohan, Sony's *Spiderman 2* with Tobey Maguire and Kirsten Dunst, and *Charlie's Angels*).

DJ AM's unique brand of music – mixing hip hop with rock and 80's with music from today – makes him one of the country's most sought after DJs. He is in high demand by those in music business, and his work has appeared on albums for Madonna, Will Smith, Babyface, Powerman 5000, Bubba Sparxx, Nikki Costa and Papa Roach.