

Contact: Meredith Sloane, Melon Media (310-306-9939 or [meredith@melonmedia.com](mailto:meredith@melonmedia.com))

## **FOR IMMEDIATE RELEASE**

**Movie Tunes and R&R forge alliance to promote Movie Tunes' theater-based "Backstage" events; combined effort will expand opportunities for event partners beginning in March 2004.**

**Local radio stations, record labels, event sponsors and theater partners will benefit from greater promotional reach, market customization and increased efficiency.**

*March 18, 2004 (Los Angeles, CA)* -- Movie Tunes Inc. and Radio & Records (R&R) have entered into a strategic alliance to promote Movie Tunes' upcoming events and increase value for Movie Tunes' "Backstage" programs and partners. Movie Tunes is a leading provider of in-theater audio, pre-show onscreen content and alternative entertainment event programming; R & R is the preeminent weekly publication of the radio and recording industries.

Under the new alliance, R&R will execute radio promotions in conjunction with Movie Tunes' on-screen "Backstage" program, featuring the hottest in music content to national theater-going audiences. Initially, promotions will take place in the Top 25 DMAs, with the goal to expand into many more mid- to small-sized markets by year's end as Movie Tunes' increases its number of theater partners.

"We have always worked closely with the talented team at R&R, but this alliance allows us to take our combined attributes to a new level," states Joel Newman, VP MovieTunes, adding "Record labels, radio stations, sponsors, theaters, and ultimately theater patrons, will be the real beneficiaries of this new alliance."

In essence, Movie Tunes and R&R will work closely with record labels and managers to plan and execute radio promotions to build awareness for the "Backstage" events. Promotions could include anything from giveaways of tickets and sponsor products to flyaway weekends or artist meet 'n' greets. While labels and artists benefit from powerful radio extension of an already unique program, sponsors gain increased radio audience reach and theater partners benefit from greater awareness of the exciting programs they are bringing to their theater-goers.

Newman adds that by the end of 2004, the flexibility of digital technology will enable Movie Tunes to work with each radio partner in a new way, customizing each market's on-screen promotion to present the local radio partner's call letters in their respective markets.

Further to the alliance, Movie Tunes will run full-page ads in R&R to promote the monthly “Backstage” events, while R&R will gain logo presence and the ability for viewers to click thru from the recently re-launched [www.MovieTunes.US](http://www.MovieTunes.US).

“What better relationship is there but radio and music and then you add the visual aspect?” states Erica Farber, Publisher/CEO of Radio & Records. “It doesn’t get any better than that and we are delighted to partner with Movie Tunes in this innovative approach to marketing music.”

Movie Tunes, founded by the late Robert Kardashian, has expanded from cinema pre-show audio programming to include the new world of on-screen programming, such as the successful “Backstage” series, which has not only pleased fans nationwide but is making quite an impact on the music industry. New superstar artists are being announced almost weekly to participate in the program. These larger-than-life on-screen events help labels to generate press and to increase music product sales. Avril Lavigne’s “My World” DVD Premier (a previous “Backstage” event) received press coverage on Access Hollywood, CNN, AP TV, EXTRA, E! as well as national radio, letting millions of fans across the country know about the DVD release, which has sold about 200k copies to date, according to RollingStone.com. Event sponsor 1-800-CALL ATT not only received radio mentions across the country, but opened and closed the “My World” on-screen program with a 1-800-CALL ATT commercial spot featuring comedian Carrot Top.

Movie Tunes will soon be announcing a lineup of various super star artists to be featured in “Backstage” programs in the near future.

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### **About Movie Tunes**

Based in Studio City, California, Movie Tunes is the world's largest in-theatre music marketing and advertising company, providing audio and on-screen programming. Reaching U.S. Moviegoers in the nation's finest theatres, Movie Tunes dominates the Top 200 DMAs, thereby reaching over a billion moviegoers a year. Movie Tunes Inc. is a privately-owned corporation. The company's official website has recently been revamped for better ease of use and is located at: [www.MovieTunes.US](http://www.MovieTunes.US)  
<<http://www.movietunes.us/>>