

RHYTHMS DEL MUNDO

CUBA

- This unique compilation project brings together the legendary musicians of the Buena Vista Social Club & some of today's most popular music stars Chris Martin (Coldplay), Dido, Franz Ferdinand, Sting, Bono, Radiohead among others, performing collaborations of some of their classic hits.
- The project is a Charity based release through the registered "Artist Project Earth" (APE) charity (which will allow individual territories to select their own local benefactor) the monies of which are to go to disaster victims and will be paid directly from APE to your local benefactor.

TARGETED MEDIA CAMPAIGN COMPONENTS

- :15/ :30/:60 second TV spots will be placed with key networks for pre-releases awareness
- On-line focus with on-line viral marketing campaign to support the banner placement
- Radio will be targeted with servicing and awareness promotions
- Selected print ads will be placed with core world music publications

MARKETING HIGHLIGHTS

- TV supported campaign with retail tags offered to key retailers for support
- Major On-line campaign targeting banner buys on key sites and e-card viral campaigns distributed by netreach and additional partners.
- Targeted radio campaigns will be developed to expose the depth of artists on this compilation
- Key print placement with world and travel publications.

Tracklisting (To Be Confirmed)

COLDPLAY Clocks

STING Fragilidad

JACK JOHNSON Better Together

ARCTIC MONKEYS Dancing Shoes

DIDO AND FAITHLESS One Step Too Far

IBRAHIM FERRER As Time Goes By

U2 WITH COCO FREEMAN

I Still Haven't Found What I'm Looking For

FRANZ FERDINAND The Dark Of the Matinee

VANYA AND RHYTHMS DEL MUNDO Don't Know Why

KAISER CHIEFS Modern Way

GORILLAZ Feel Good Inc.

OMARA PORTUONDO Killing Me Softly

AQUILA ROSE AND IDANIA VALDEZ Hotel Buena Vista

MAROON 5 She Will Be Loved

VANYA AND RDM FEATURING QUINCY JONES Ai No Corrida

LELE' FEATURING RADIOHEAD High And Dry



Rhythms Del Mundo / Cuba

Street Date: November 14, 2006

Order Due Date: October 25, 2006

Notes:



CD-B0007891-02

Price Code: C18

Genre: Rock

Box Lot: 30

