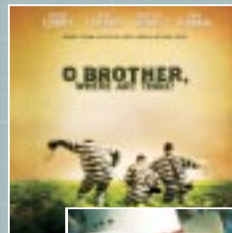


Movie and Album Sales

- 2002 marked the first time in history that Country Music had a record seven albums topping the *Billboard* Top 200 Albums chart.
- Country Music racked up 76.9 million units sold - up 8.4 million units from 2001. (3)
- Country Music accounted for 11.3% of the total albums sold in 2002, the only format up over the previous year. (3)

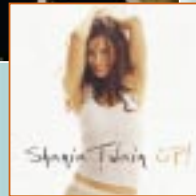


• Country Music albums remained atop the *Billboard* Top 200 Albums Chart for a phenomenal 20 weeks in 2002.



• Four Country albums were among the 10 biggest-selling albums of the year in ALL formats.

According to Nielsen SoundScan, the Dixie Chicks' *Home* was No. 4; Alan Jackson's *Drive* came in at No. 8; *O Brother, Where Art Thou?* landed at No. 9 and after only six weeks of release, Shania Twain's *Up!* secured the No. 10 position.



AMC Theaters in 21 markets digitally broadcast a documentary on Tim McGraw in November 2002. The documentary, which profiled McGraw's life and the making of *Tim McGraw and The Dancehall Doctors*, coincided with the release of the album.

The Top Soundtrack album of 2002, according to *Billboard*, was *O Brother, Where Art Thou?*

COUNTRY MUSIC IN FILM (PARTIAL LIST 2002-2003)

"Crossroads," "Divine Secrets of the Ya-Ya Sisterhood," "Eight Crazy Nights," "How To Lose A Guy In 10 Days," "Lilo & Stitch," "Sweet Home Alabama," "Stuart Little 2," "Suncatcher," and "View From The Top"



Music Makes Movies & TV Magical

The Country Music Association provides: Research on Country Music fans and films; Country Music contacts for producers, talent and marketing executives; and Country Music promotional marketing consulting for the film and television industry. Marketing with Country Music... it's More than Just a Concept!

For more information on how using Country Music in films, television and soundtracks can work for you, contact the CMA Marketing Department at 1.800.998.4636



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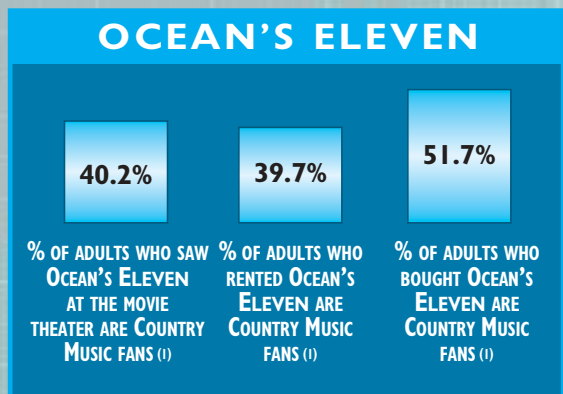
country music
partnering with

FILM & TELEVISION

2003

Did you know this about Country Music and Movies?

43.3 % of adults that are annually heavy users (4+) of pay-per-view movies are Country Music fans (1)



42.1% of adults who rent 7-9 DVDs monthly are Country Music fans (1)

38.5% of adults who purchase 5-7 DVDs monthly are Country Music fans (1)

10 Most Widely Seen Movies

Adults 18+: Sept. 2001 through Oct. 2002 *

	Net Adults	% Country Fans
Shrek	23,331,000	37.6%
Pearl Harbor	21,854,000	42.2 %
Rush Hour 2	16,820,000	33.1%
The Mummy Returns	15,854,000	33.4%
Planet Of The Apes	15,517,000	32.6%
Lord Of The Rings: Fellowship Of The Ring	13,506,000	36.7%
Jurassic Park III	12,754,000	36.6%
American Pie 2	11,793,000	35.1%
A Beautiful Mind	11,607,000	35.4%
Harry Potter & The Sorcerers Stone	11,408,000	39.4%

*MRI Interviewing Cycle

Radio

Country radio continues to be the dominant radio format in the United States, which can be an effective way to leverage film and television audiences-resulting in higher box office receipts and television ratings.

NUMBER OF U.S. RADIO STATIONS BY FORMAT

Country	News/Talk	AC	Top 40
2123	1187	1120	870

Country Music & Television

- 44.7% of adults 18+ who watch the Academy Awards® are Country Music fans. (1)
- 49.7% of adults 18+ who watch the Golden Globes® are Country Music fans. (1)
- 50.2% of adults 18+ who watch the Prime-time Emmy® Awards are Country Music fans. (1)



"The 36th Annual CMA Awards," attracted more than 38 million viewers, earning CBS its first Wednesday night win of the season. This marked the second straight year the CMA Awards was broadcast during the competitive Fall sweeps period. The three-hour broadcast featured a record 26 music performance segments and noted gains in many key demographics-including a 5% increase in adults 25-54. Shania Twain opened the show with her first televised performance in three years. (Photo A)

"The 37th Annual CMA Awards" will be broadcast Wednesday, Nov. 5 live on the CBS Television Network once again positioned in the key November sweeps and holiday retail launch period.

Country Music heavy-hitters had high-profile television specials in 2002. Faith Hill's "When The Lights Go Down" (Photo B) took top billing as this seasons highest rated TV music special, with more than 11.2 million viewers. "An Evening With The Dixie Chicks" aired on NBC in December, becoming the second highest-rated network TV concert of the season, with more than 11.1 million viewers. "Tim McGraw: Sing Me Home" (Photo C) also helped increase viewership for NBC during Thanksgiving week. All three NBC Country concerts dominated ratings of all other music specials of the season, including those featuring Paul McCartney and U2.

Billy Ray Cyrus returned to the set of his weekly-dramatic series "Doc" for its third season on PAX-TV. The show continues to reign as the top-rated original program on the family friendly network.

In 2002, Reba McEntire's self titled sitcom continued its successful Friday night run, prompting the WB Network to order additional episodes of the show (25 total, up from the standard 22) during the 2002-2003 season. Continental Airlines featured episodes of the show's first season during its in-flight service throughout October.



CELEBRITY/COUNTRY MUSIC ARTIST VIDEO

MORGAN FREEMAN/STEVE AZAR (D)	"WAITIN' ON JOE"
BOBBY HAMILTON/JO DEE MESSINA	"DARE TO DREAM"
LUKE WILSON/WILLIE NELSON	"MARIA (SHUT UP AND KISS ME)"
TY PENNINGTON/CYNDI THOMSON	"I'M GONE"
BILLY BOB THORNTON/TRAVIS TRITT (E)	"MODERN DAY BONNIE & CLYDE"
NIKI TAYLOR/KEITH URBAN	"SOMEBODY LIKE YOU"
KIMBERLY WILLIAMS, DAN PATRICK, JERRY SPRINGER/BRAD PAISLEY	"I'M GONNA MISS HER (THE FISHIN' SONG)"



(Pictured L-R: Pat Sajak, Wynonna Judd, George Jones, Alison Krauss and contestants)

Making its Nashville production debut in January 2003, "Wheel of Fortune" taped three weeks of themed shows ("Nashville Week," "Sweethearts Week From Nashville" and "Country Music Stars Week") from the stage of the Grand Ole Opry House in Nashville, Tenn. The shows aired in February and delivered an average of more than 15.6 million viewers for each of the three weeks. Wheel of Fortune outperformed 96% of all programs on TV over the three weeks, syndicated or network and delivered more viewers than all of the Networks' prime time averages. (Photo F)

COUNTRY ARTISTS' TV APPEARANCES [PARTIAL LIST]

LEE ANN WOMACK	"THE DISTRICT"
TAMMY COCHRAN	"DOC"
DEANA CARTER	"RAISING DAD" and "STRONG MEDICINE"
WYNONNA JUDD and JO DEE MESSINA	"TOUCHED BY AN ANGEL"
BRAD PAISLEY	"ACCORDING TO JIM"
TRISHA YEARWOOD	"JAG" and "THE CHRIS ISAAK SHOW"
FAITH HILL and THE DIXIE CHICKS	"SATURDAY NIGHT LIVE" MUSICAL GUESTS
BLAKE SHELTON	"THE CHRIS ISAAK SHOW"

SOURCE: (1) MRI, Fall 2002. (2) M-Street, January 2003. (3) Nielsen SoundScan