

CORPORATE MARKETING NEWS

APRIL 2004

Country Music's Biggest Party

The 33rd CMA Music Festival/Fan Fair® is right around the corner and some of our partners, **Country Weekly, MJI Programming, a division of Premiere Radio Networks, Camping World, Coca-Cola, Greased Lightning®, NBC Daytime** and **Wrangler®** are gearing up for "Country Music's Biggest Party."

Four of the biggest Country concerts of the year are back-to-back this summer during the **2004 CMA Music Festival, Thursday through Sunday, June 10-13, in Downtown Nashville.**

CMA Music Festival has a lot to offer including nightly star-packed concerts at **The Coliseum**, home of the NFL's Tennessee Titans, with state-of-the-art production, two huge stages for continuous entertainment and giant screens capturing all of the excitement. Several artists are already scheduled to perform including newcomers, super-stars and bonafide legends.

In addition to the nightly concerts, you'll find daily, non-stop music at the CMA Music Festival's popular outdoor venue the **Greased Lightning® Riverfront Park Stages**. Grab a blanket and pick a spot on the grassy banks of the Cumberland River for an eclectic lineup of artists performing on dual stages including Country hit-makers, rising stars, seasoned veterans, stellar bluegrass performers and surprise guests.

The Wrangler® Fan Fair Exhibit Hall continues to be a cherished tradition of the CMA Music Festival. Located in the Nashville Convention Center, it is the haven for Country Music fans to meet and photograph their favorite artists - Country Music's hottest rising stars and icons. More than 200 booths representing artist fan



clubs, Country Music media, record labels and lifestyles (including the **Wrangler® Store**) are crowded each year by enthusiastic fans. Look for new star-packed elements to be added in 2004. It is an experience you'll never forget.

The Family and Sports Zones are loaded with free activities for all ages. It's the place for children and adults to kick back and have fun with games, hands-on educational exhibits, storytelling with Country artists plus see some of their favorite artists and professional athletes go head-to-head in friendly competitions.

Over 400 artists are expected to participate including **Alabama, Clint Black, Brooks & Dunn, Terri Clark, Billy Ray Cyrus, Diamond Rio, Vince Gill,**

Lonestar, Jo Dee Messina, Montgomery Gentry, Joe Nichols, Brad Paisley, LeAnn Rimes, Sawyer Brown, Keith Urban and Wynonna.

Interested in sponsorship opportunities for CMA Music Festival? Experience it first hand - CMA is offering a one-day **VIP behind-the-scenes tour and entertainment experience** on **Friday, June 11, 2004**. There is limited space available, for more information, please contact **Lara Henley** at **(615) 664-1633**.

There is still time to place an ad in the CMA Music Festival program book. To request a current rate card contact **Angela Ramler** at **(615) 664-1632** or **Aramler@cmaworld.com**.



One Music Circle South, Nashville, TN 37203, Phone (800) 998-4636, Fax (615)248-1007, email: marketing@CMAworld.com



Corporate Marketing Website



If you've been looking for a way to stay connected to Country Music, CMA has the solution.

The CMA Corporate Marketing

website, launched in January, is a way for Corporate America to keep informed about **Country Music, CMA Music Festival/Fan Fair®** and **the CMA Awards**.

The website highlights the latest news in Country Music, explores CMA partner opportunities for CMA Music Festival and CMA Awards and houses a plethora of marketing tools that include research helpful to any company that works with Country Music. There is no cost to utilize this website, but registration is required. Visit marketing.CMAworld.com to sign-up. Once you submit your information you will have immediate access to the site until you log out. After logging out, you must wait to be approved by CMA before logging in again. Confirmation of approval is normally sent within 24 hours of receiving the registration.

Check out CMA's Corporate Marketing website and discover how we can help you market to over 80 million loyal consumers! For more information on how you can use these services contact **Angela Ramler** at **(615) 664-1632** or Aramler@cmaworld.com.

Did you know this about Country Music fans?

60.6% participate in **fresh water fishing** 2-3 times a month

53.8% participate in **swimming** once a week

50.1% went on an **overnight camping** trip in the past year

44.9% own a **charcoal grill** and **44.8%** own a **gas grill**

42.5% participate in **golf**

41% attend **baseball games**

Source: MRI 2003 Fall Data

The 38th Annual CMA Awards



CMA and CBS have announced the date for the 2004 CMA Awards. **"The 38th Annual CMA Awards"** will air live **Tuesday, Nov. 9 (8:00-11:00 PM/EST)** on the **CBS Television Network** from the Grand Ole Opry House in Nashville, Tenn.

Interested in partner opportunities for the CMA Awards? Contact **Paula Milton or Rick Murray** at **(615) 244-2840** or marketing@cmaworld.com.

Artist Gift PROGRAM

Have you always wondered the best way to get your product to the most influential people in Country Music? This is your chance to partner with the CMA for their artist gift program. Commitment levels and pricing varies per event and product. There is still time to get on board for the 2004 program - call Lara Henley or Angela Ramler at 1-800-998-4636 to find out how your company can take advantage of this unique opportunity.



If you're a fan of cable television, then you have probably seen the new commercials for the Oxygen Channel. Oxygen recently produced seven new spots for their "OH!" campaign. Country Music's Trace Adkins, Gary Allan, Tracy Byrd, Chris Cagle, Terri Clark, Jolie Edwards, Sara Evans, Vince Gill, Amy Grant, Lee Greenwood, Rebecca Lynn Howard, Jo Dee Messina, Allison Moorer, Brad Paisley and LeAnn Rimes can be found "OH!"ing it up with Oprah, Sarah McLachlan, Ellen DeGeneres, Macy Gray and others. To find out more about Oxygen visit www.oxygen.com

Martina's Got Style!



2003 CMA Female Vocalist of the Year Martina McBride teamed up with **Matrix** and **US Weekly** to get styled for the **2004 GRAMMYS®**. Matrix partnered with **US Weekly** to feature a four-page section of McBride's "Award Winning Style," including the how-tos on replicating her look. Matrix, the

choice for celebrity stylists, is the exclusive hair care sponsor of **Locks for Love**, a non-profit organization that creates custom-fitted hairpieces from hair donations for those disadvantaged with medical hair loss. For more information on McBride visit www.martinamcbride.com.

Catch **Alan Jackson** and **Martina McBride** on tour together in the following cities. For more tour dates visit www.alanjackson.com.

4/01/04	Denver, Colo.	PEPSI CENTER
4/02/04	Wichita, Kan.	KANSAS COLISEUM
4/03/04	St. Louis, Mo.	SAVVIS CENTER
4/15/04	Richmond, Va.	RICHMOND COLISEUM
4/16/04	Baltimore, Md.	BALTIMORE ARENA
4/23/04	Providence, R.I.	DUNKIN DONUTS CENTER
4/24/05	Albany, N.Y.	PEPSI CENTER
4/29/04	Ft. Wayne, Ind.	ALLEN ARENA
4/30/04	Pittsburgh, Pa.	MELLON ARENA

McGraw is Everywhere



Tim McGraw has been a busy man and there is no stop in sight. **Bud Light** is continuing their affiliation with McGraw via tour sponsorship and product endorsement. Highlights of that relationship include televised spots featuring McGraw during the Academy Awards and the last two Super Bowls. McGraw can also be seen in a spot for the new **NFL Network**.

In addition, McGraw has become involved with the **Campbell Soup Company** by participating in their campaign with the **Salvation Army** to prevent childhood hunger. He is also involved with the **American Red Cross** as a celebrity board member and recently spearheaded a fund raising campaign through a series of local club shows known as the "**Bread & Water Tour**." A portion of proceeds from ticket sales went to local Red Cross chapters.

McGraw's popularity has become international as he was recently chosen to be the headlining artist at the **Nobel Peace Prize** ceremonies in Oslo, Norway. McGraw performed along with musicians **Robert Plant**, **the Chieftains**, **Craig David** and many more, including hosts **Michael Douglas** and **Catherine Zeta-Jones**.

And finally, be on the lookout for McGraw in the **Imagine Entertainment/Universal film "Friday Night Lights."** According to Variety, he will play Charlie Billingsly, father of a Permian High School Panthers player and a former football hero himself, who tries to vicariously relive his glory days through his son.

For more information on McGraw visit www.timmcgraw.com.

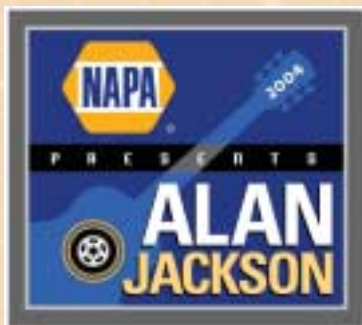
Kenny's Cruzan®

If you know anything about **Kenny Chesney**, you know that he's fond of the Caribbean and passionate about his music. Chesney has found a way to marry his two loves for his "**Guitars, Tiki Bars & Whole Lotta Love Tour**." St. Croix's island original **Cruzan® Rum** has jumped on board to sponsor Chesney's 2004 tour that kicked-off March 17 in Houston, Texas.

For a complete list of tour dates and more information on Chesney visit www.kennychesney.com



Alan's a NAPA Guy



CMA's 2003 Male Vocalist and Entertainer of the Year Alan Jackson joined with NAPA AUTO PARTS for his 2004 tour "NAPA AUTO PARTS Presents Alan Jackson."

According to Jackson's official website, Steve Handschuh, NAPA President, said NAPA chose to sponsor Jackson because the entertainer exemplifies the organization's ideals. "Alan is a genuine, sincere person, a hard worker and family man, and just an all-around good guy who gives audiences more than they expect. We believe he represents the NAPA spirit and the values of our customers as well," he said.

Handschuh added that NAPA was "thrilled" that Jackson agreed to its sponsorship - the first time in four years Jackson has allowed a company to be an exclusive title sponsor of his tour. "We're very excited that Alan thinks highly enough of our products and services to have his name associated with our organization," said Handschuh.

NAPA plans to feature Jackson and the tour sponsorship in upcoming radio and television advertising and within its NAPA AUTO PARTS stores and NAPA AutoCare Centers nationwide. The company also plans customer tie-ins that will include ticket giveaways.

As an added perk to his NAPA AUTO PARTS sponsored tour, CMA Female Vocalist of the Year Martina McBride will be joining him on select dates throughout May.

For more information on Jackson visit www.alanjackson.com.

This Byrd Is Cooking



RCA recording artist Tracy Byrd will soon be featured on all Wal-Mart and Kroger shelves, but not with his music. Byrd has recently partnered with Vista Management to launch a line of marinades, rubs and spices bearing his name and likeness.

Tracy Byrd's Tiny Town Products include four marinades and six dry seasoning blends and Vista is considering product extensions such as barbeques and smokers. In addition, Tiny Town Products and Vista Management are Byrd's 2004 tour sponsors.

To coincide with the launch of Tracy Byrd's Tiny Town Products, Byrd released his first cookbook, "Eat Like a Byrd," that includes Byrd's favorite recipes, many of which use his marinades and seasonings.

For more information on Byrd visit www.tracybyrd.com.



Be You, Do What You Do

For Dr. Pepper's latest commercial, they called on Reba McEntire and LeAnn Rimes to participate in their ongoing "Be You" campaign. In the spots, Rimes pays tribute to McEntire while on the road in the Southwest.