



To : George Saadi

From: Dutch Cramblitt

Date: April 22, 1997

Re : Street Buzz

George

Just wanted to drop you a quick note after viewing the copy of the Street Buzz program you sent me .

I believe that your concept and execution of marketing and selling developing artists is brilliant . So often we at the labels spend our marketing/advertising funds and can not measure the result .

I feel that with Street Buzz, the tie in with Musicland / Sam Goody helps us feel a direct sales impact from the airing . In addition, the 800 number helps the label build a data base while also being a direct measure of sales impact.

Lastly the look and feel of the program draws the viewer in and holds his attention while we introduce him to the artist .

This is a great idea whose time has come and hats off on being the first to do it.

Best regards

A handwritten signature in green ink, appearing to read "Dutch Cramblitt", written in a cursive style.

Dutch Cramblitt
Vice President Sales