WILLIE NELSON & WYNTON MARSALIS PLAY THE MUSIC OF RAY CHARLES (SD and Blu-ray)

A rousing tribute to the late, great Ray Charles from two of the biggest icons in music – with special quest Norah Jones.

- A music-lover's dream! The entire sold-out concert performed by Grammy® winners Willie Nelson and Wynton Marsalis and Norah Jones at Lincoln Center in February 2009, plus a bonus behind-the-scenes-piece and photo gallery.
- DVD/BD release strategically timed to:
 - The launch of JALC's Fall Season signage in JALC's facilities and advertisements in their collateral (programs, email blasts, monthly mailings)
 - The concert's nationwide theatrical premiere on 100 screens. DVD/BD will be tagged. 0
 - 0 The broadcast premiere of the concert on HDNet, scheduled for 10/18, featuring tagged spots
 - New albums for Norah Jones, Willie Nelson, Wynton Marsalis.
- Marketing and PR efforts include
 - Partnership with JALC for a screening/premiere party, advertising in their concert hall and Time Warner Center, outreach to their mailing lists, etc.
 - 0 Partnership opportunities with HDNet and Digiscreen (theatrical distributors)
 - Aggressive social media outreach, including a Twitter conference reaching nearly 55K followers, exclusive clip sharing, blog posts from the artists, promotion with key music bloggers and online journalists, contests and giveaways.
 - Extensive radio plan for the top 50 markets.

COLOR: Yes

WIDESCREEN: Yes

AUDIO FORMAT: 5.1

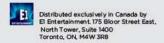
UNITS PER CARTON: 30



nelson marsalis

RAY CHARLES norah jones

Distributed in the U.S. by New Video, 902 Broadway, 9th FL New York NY 10010 newvideo.com



nelson marsalis

RAY CHARLES

norah iones

PRODUCT INFORMATION: DVD

DVD FEATURES: "All Access" – 30 minute documentary; Photo gallery

SRP: \$19.95 U.S., \$22.95 CAN FORMAT: Single

PACKAGING: Amaray LENGTH: Approx. 90 mins. plus bonus

GENRE: Music YEAR: 2009

PRODUCT INFORMATION: Blu-Ray

DVD FEATURES: "All Access" – 30 minute documentary; Photo gallery

SRP: \$29.95 U.S., \$34.99 CAN FORMAT: Single

PACKAGING: Blu-ray case LENGTH: Approx. 90 mins. plus bonus

GENRE: Music YEAR: 2009

COLOR: Yes WIDESCREEN: Yes **AUDIO FORMAT: 5.1 UNITS PER CARTON: 30**