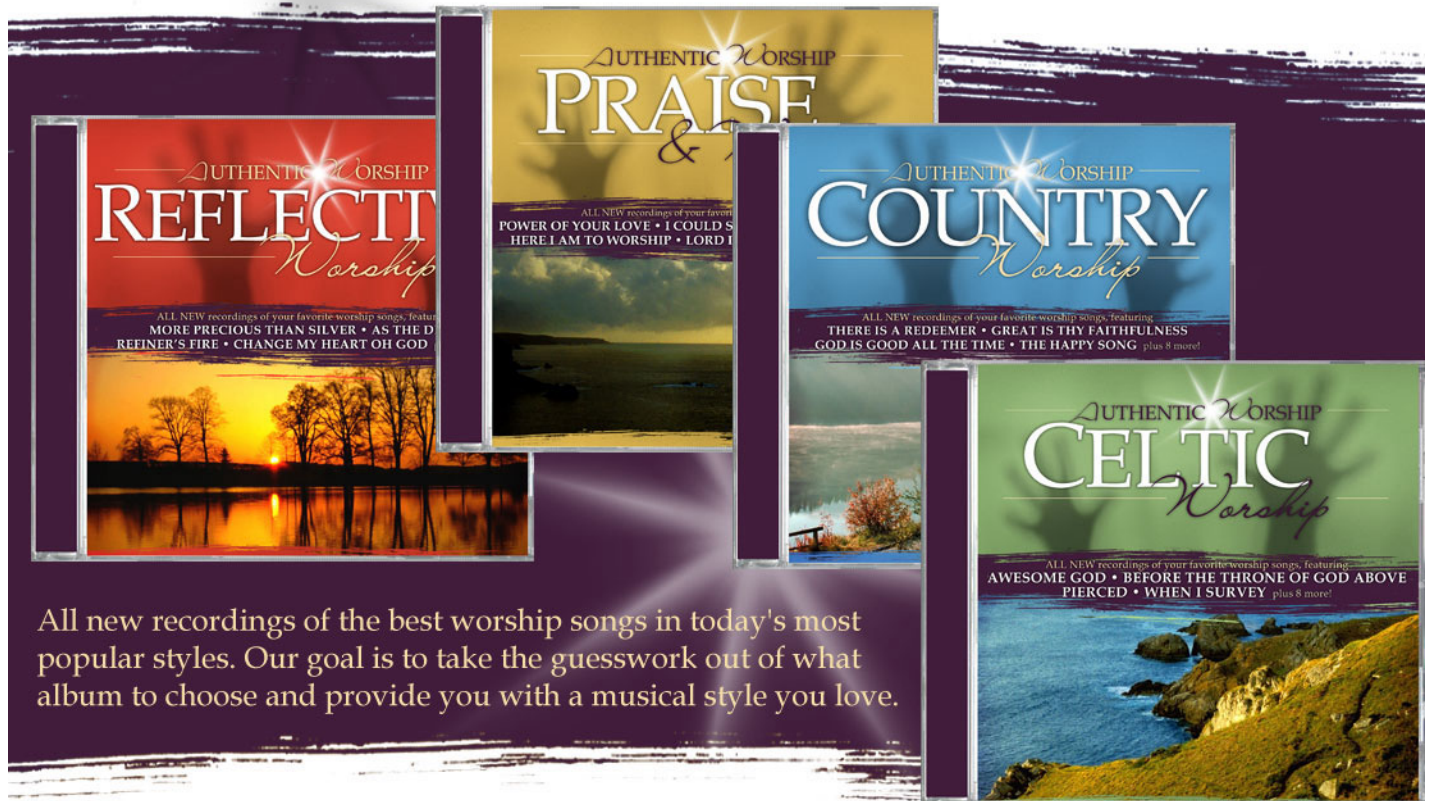


AUTHENTIC WORSHIP



All new recordings of the best worship songs in today's most popular styles. Our goal is to take the guesswork out of what album to choose and provide you with a musical style you love.

- Overview:** A series of 12-song Worship albums created as a collection to be positioned outside the music department in a store
- Initial Release:** 4 albums of different styles so as to avoid competition within the brand:
Album 1: *Praise & Worship* (HOW Style)
Album 2: *Country Praise & Worship* (Country Stylings)
Album 3: *Celtic Praise & Worship*
Album 4: *Reflective Praise & Worship* (Maranatha Praise Albums style)
- Purpose:** To create a series of music for those who are, at best, casual music buyers and are easily confused by the wide range of worship music available.
- For stores who do not carry much of a range of music this gives them the opportunity to carry a selection of the best songs in a style that is comfortable for their customers.
- Positioning:** Outside of the music department – preferably as people walk into the store or near the checkout.
- Keyline:** 'How Do You Like Your Worship.'
- Album Length:** 12 Songs – Single disc approx. 40-45 minutes in length.
- Packaging:** www.wholeworldmusic.com
- Price Point:** Midline
- Master Due:** February 2004
- Artwork Due:** February 2004
- Future Recordings:** To keep this concept fresh – every six months – come out with two more releases.
- Different styles and Vol. 2 to be considered

Total number of recordings in the series 10 or 12. Beyond this we are competing against ourselves too much

New recordings would replace slower selling albums which as they come off the series can be repackaged in box sets under a different name for future sale.

Key Features: Counter Display

Positioning in-store

Price point.

History Of Success:

Whole World Media Group created the first Christian albums for the 1,100-plus Target chain in the USA. In 2001, the album called 'Praise and Worship' was their biggest selling title. Sales on this title to date are over 190,000 units. Other albums created – 'Celtic Praise & Worship' and 'Contemporary Worship' – released in 2002 with sales in excess of 60,000 units.

Support Information:

Age 45 plus is the largest music buying demographic at 24.7%.

30 plus and older demographics own 54.5% of the music buying market – an increase of 8% over 1998 and 62.7% over the last 11 years.

(RIAA 2000 Consumer Profile)