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**SONY MUSIC LABEL GROUP / COLUMBIA RECORDS
AND
WILDERNESS MEDIA AND ENTERTAINMENT
PROUDLY ANNOUNCE PREMIER ALBUM RELEASES**



NEW YORK, NY, October 30, 2006 – Sony Music Label Group U.S. / Columbia Records and Wilderness Media & Entertainment, the gay media and entertainment portfolio company owned by LOGO founder Matt Farber, proudly announce the first two signed artists as well as two compilation CDs to be released by **MUSIC WITH A TWIST** (TWIST), the first major record label dedicated to identifying and developing lesbian, gay, bi-sexual and transgender (LGBT) artists.

MUSIC WITH A TWIST's first two signed artists:

- **The Gossip**, a rock band based in Portland, Oregon, composed of lead singer Beth Ditto, guitarist Brace Paine, and Drummer Hannah Blilie. Their music is raw, punk-inspired rebellious rock and roll, but with catchy hooks and the incredible power of Beth Ditto's unique lead vocals. The Gossip have developed a huge following based on years of touring, and recently landed the opening slot on the Scissor Sisters European tour.
- **Kirsten Price** is a London-bred classically trained singer and multi-instrumentalist who defies definition. Kirsten has sculpted her material into a melting pot firmly based in (but transcending) old school soul. Bridging the gap between Mussel Shoals Alabama circa 1960's and 21st Century Fort Greene Brooklyn with a fresh, unique yet timeless sound, the only label you can stick on this one is... "Kirsten Price."

Both of these artists will be recording their debut CDs to street in 2007.

MUSIC WITH A TWIST compilations:

"**The L Word 'L Tunes'**" a compilation CD that contains music from or inspired by "The L Word" to be released concurrently with season four of the Showtime hit series, January 2007. Additionally, TWIST artist **Kirsten Price** will be featured on this collection and her video for the song "Magic Tree" will be featured as part of "The L Word" promotional campaign.

"**Music With a Twist 'Revolutions'**," a compilation CD that features the songs of ten new LGBT artists spanning multiple genres, all who are being considered for TWIST signing. This compilation will be released in January 2007. A few artists featured on this CD are:

- **Jonathan Mendelsohn**, a new singer-songwriter based in New York. He makes infectious pop/dance music, and sings with a voice of real soulful power. He is also the lead vocalist on the upcoming album by dance favorite the Wamdue Project.
- **God-des & She**, an extremely popular female hip-hop duo from Wisconsin. God-des is a unique rap artist who is adept at expressing her unique point of view through clever rhymes. The group's singer, named simply "She," complements God-des' rhymes with soulful vocals.
- **Ivri Lider**, one of Israel's biggest rock stars, and ready to replicate that success in the rest of the world. His music is haunting and original, matched by his rich deep vocals. He sings in both English and Hebrew.

Columbia Records Group Chairman and CEO Steve Barnett states: "We are very excited and proud to be joining forces with *Music With A Twist* to help find and nurture these talented new artists. From his years as an executive at MTV to his founding of LOGO and *Radio With A Twist*, Matt Farber has been a maverick in the world of entertainment. We look forward to a very long and successful partnership."

Wilderness Media & Entertainment President Matt Farber adds: "These artist signings and compilations represent the vision for TWIST...to create a home for gay artists of all genres to experience mainstream success without having to compromise any part of their identity. I am thrilled that The Gossip, Kirsten Price, The creators of "The L Word," and all the artists who are part of the "Revolutions" compilation have chosen TWIST/Columbia as their major label home.

Launched in 2006, TWIST label artists benefit from access to and exposure through the network of brands in the Wilderness Media & Entertainment portfolio. This includes the nationally syndicated radio show *Radio With a Twist*, which recently announced its partnership with Clear Channel's syndication department Premiere Radio Networks, as well as Instinct Publishing and America Online. Additionally, TWIST artists are served by the Sony Music / Columbia Label Group's marketing, promotion and distribution channels.

The TWIST roster features LGBT artists who have mass appeal and hit potential across all musical genres and TWIST is constantly scouting for new talent across the county. To send your information/demo to a TWIST A&R representative, please contact submissions@musicwithatwist.com. Please do not send MP3s.

About SONY BMG MUSIC ENTERTAINMENT:

SONY BMG MUSIC ENTERTAINMENT is a global recorded music joint venture with a roster of current artists that includes a broad array of both local artists and international superstars, as well as a vast catalog that comprises some of the most important recordings in history. SONY BMG is 50% owned by Bertelsmann A.G. and 50% owned by Sony Corporation of America.

About Wilderness Media & Entertainment:

Wilderness Media & Entertainment (WME) is the leading portfolio of independent gay and lesbian businesses, brands and media working together and supporting each other in the marketplace and the community. Through the Wilderness portfolio, allied companies representing the diversity of the LGBT community benefit from enhanced visibility among this audience. The portfolio includes new brands created and operated by Wilderness, such as *Radio With a Twist*, *Music With a Twist*, and Wilderness Talent Management, along with best of breed companies developing brands in the LGBT arena such as **MTV Networks, America Online** and **Instinct Publishing**. The mission of **WME** is not only a business one, but also a social one – to enhance the visibility of the LGBT audience by authentically representing the diversity of the community through media and entertainment initiatives. Research indicates that 15 million adults in the US currently self-identify as LGBT, an intensely brand loyal demographic with an estimated \$610 billion in annual buying power. **WME** reaches the LGBT audience through top-tier entertainment, media and business prospects, providing quality outreach and initiatives for its portfolio entities, as well as exceptional offerings to this diverse, growing audience.

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