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MUSIC WITH A TWIST
THE FIRST MAJOR LABEL FOR LGBT ARTISTS



IS BEING LAUNCHED BY
SONY MUSIC LABEL GROUP
AND
WILDERNESS MEDIA & ENTERTAINMENT

NEW YORK, NY, January 10, 2006 – Sony Music Label Group U.S. and LOGO Founder Matt Farber’s Wilderness Media & Entertainment announced today that they have joined forces to create **MUSIC WITH A TWIST**, the first major music label dedicated to identifying and developing lesbian, gay, bi-sexual and trans gendered (LGBT) artists. **MUSIC WITH A TWIST** will collaborate with the Group’s U.S. labels and divisions, including Columbia Records Group, Epic Records, Sony Nashville and Sony Urban Music.

The **TWIST** roster will feature LGBT artists who have mass appeal and hit potential across all musical genres. Also planned for the **TWIST** imprint is a series of branded compilations geared toward the LGBT audience, as well as music fans everywhere. These compilations will feature hit songs by established artists that have been embraced by LGBT audiences, as well as tracks from emerging gay artists. The first of these compilations will be released in June 2006 during National Gay Pride Month. As part of its focus on identifying and developing new artists, **TWIST** is in the process of assembling a nation-wide network of local/regional A&R talent scouts to bring gay talent with a local buzz or a gay fan base to the attention of **TWIST**.

"I've known Matt for many years, and it's been a true pleasure to watch him grow into an incredibly creative and effective business executive. I look forward to working with him and the entire **TWIST** team as we identify and develop the best new artists from across the country, and find the broadest audience possible for their music," commented **Sony Music Label Group Chief Executive Don Jenner**. "We are extremely proud to be working on the launch of this important new label. **TWIST** will provide a nurturing and creative environment for a key group of artists -- it's the right label at the right time, and the perfect vehicle to reach out to the lesbian, gay, bi-sexual and trans-gendered communities."

Wilderness Media & Entertainment President Matt Farber adds, "**TWIST** will be the label where artists can take pride in their orientation as well as their artistry. The increasing visibility of Gay America makes this the perfect time for this venture, which will provide valuable resources to LGBT artists and market their music to the mainstream as well."

Sony Music Label Group has signed on as a charter sponsor of Wilderness Media's syndicated LGBT radio show, which shares the name TWIST. The TWIST radio show launches on January 14 & 15, 2006 on major FM stations across the nation including: Disney/ABC's **95.5 WPLJ (New York)**, Clear Channel's **STAR 98.7 FM (Los Angeles)**, Infinity's **ALICE 97.3 FM (San Francisco)**, Susquehanna's **Q100.5 (Atlanta)** and on the internet everywhere on AOL Radio.

TWIST label artists will benefit from access to and exposure through the network of brands in the Wilderness Media & Entertainment portfolio including Instinct Publishing and America Online. Additionally, **TWIST** artists will be served by the Sony Music Label Group's marketing, promotion and distribution channels.

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) has created a 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 the TWIST radio show 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.