

Cherry Lane Music Group

*“Adding value using an **innovative and aggressive**, yet **personalized** approach to music publishing”*



Create. We'll handle the rest.

Founded in 1960 by legendary producer, arranger and publisher Milton Okun, the Cherry Lane Music Group is headquartered in New York and is made up of three distinct divisions:

Cherry Lane Music Publishing

One of the world's leading independent music publishers, ranked among the top four independent publishers according to *Billboard's* Best Bets 2007

Cherry Lane Music

The third-largest print music company (sheet music and songbooks) in the U.S.

The Cherry Lane Music Foundation [(501(c)(3))]

Publishes *Music Alive!*, a not-for-profit educational music magazine servicing more than 500,000 middle school children aged 10-14 each month during the school year

Our Partners and Clients

Our diverse roster features production companies, songwriters and song catalogs, including:

Writers/Artists/Catalogs

- Will.i.am
- The Black Eyed Peas
- John Legend
- Quincy Jones
- Ashford & Simpson
- John Denver
- Elvis Presley
- Mick Mars
- Sex Pistols
- Wolfmother
- Dilana
- Irving Burgie (*Day-O; Jamaica Farewell*)
- Julie Gold (*From A Distance*)
- Dimensional Music Publishing
- Antisia Music (*Just the Two of Us; Where Is The Love*)
- Broadway:
 - Maury Yeston (*Nine; Titanic; Grand Hotel*)
 - Leslie Bricusse/Frank Wildhorn (*Jekyll & Hyde; Victor/Victoria*)
 - Jason Howland (*Little Women*)

Our Partners and Clients

Production Companies

- 4KidsTV
- Regent Entertainment
- John Carpenter
- Mr. Mudd (John Malkovich)
- Edward R. Pressman Film Corp
- Telemundo Network
- Adelson Entertainment
- Konigsberg-Sanitsky
- Leonard Hill Films
- Steve Tisch
- Bold Films
- DreamWorks Pictures and Dreamworks Animation SKG
- Icon Productions
- Walden Media
- Lakeshore Entertainment
- Fifth Avenue Films
- The Weinstein Company
- Hearst Entertainment
- Concorde – New Horizons
- 2929 Entertainment

Our Partners and Clients

Brands

- ❖ Pokémon
- ❖ Cirque Du Soleil
- ❖ Professional Bull Riders
- ❖ World Wrestling Entertainment
- ❖ Sanrio
- ❖ NFL Films
- ❖ NASCAR

Personalized Service



- **Extremely selective client roster**
 - High ratio of staff to copyrights and clients
 - Focused attention on clients
- **Customized client reporting**
- **Work with clients on a strategic marketing level to ensure efforts align with broader promotional plans**

Innovation that adds Value



❖ **Teaming up our writer and brand clients for mutually beneficial opportunities**

- ❖ Super Bowl appearances
- ❖ Network series Theme Songs
- ❖ Film soundtracks

❖ **Pitches that sizzle**

- ❖ Cutting edge, internet based pitching tools
- ❖ CD samplers
- ❖ Robust website music search engine

Innovation that adds Value

- ❖ **Unique channels of exploitation and promotion to supplement overall client marketing efforts such as:**
 - ❖ Premium CDs
 - ❖ Pre-paid iTunes cards
 - ❖ Ringtones preloads and promotions
- ❖ **Relationships with critical new media companies to provide alternate distribution of client music (Digital Distribution / Mobile) including:**
 - ❖ iTunes
 - ❖ Moderati
 - ❖ Zingy
 - ❖ The Orchard
- ❖ **Relationship with APM Library for blanket license opportunity**
- ❖ **Proprietary database system that allows clients instant access to pitching and licensing activity**

Innovation that adds Value

- ❖ **Worldwide copyright registration and perfection using the latest digital registration systems**
- ❖ **Direct copyright registrations in the U.K. and Canada**
- ❖ **Streamlining and centralizing key administrative information including:**
 - ❖ A proprietary database that contains information regarding our clients' film and television properties
 - ❖ Information regarding album releases, tracks and controlled shares of songs

Aggressive Front and Back Office

Relationships with over 2,500 music decision makers within the Film/TV, Advertising, Trailer, Label and New Media sectors. Notable placements:

Commercials

- Apple iPod
- Qwest
- Coors

Trailers

- Cars
- Batman Begins

Film / TV

- The Hills
- Shrek 3
- Grey's Anatomy
- The Real World

Video Games

- Madden
- NBA Live

Aggressive Front and Back Office

- **Using the newest tools available giving us an inside track to films, TV shows, and commercials in production, as well as albums in creation**
- **Proactive Licensing managers trained to turn around quotes within 24 hours and work hand-in-hand with our Creative staff on placement needs**
- **Handpicked, incentivized sub-publishers in each major territory**

Aggressive Front and Back Office

- **Review of all source statements (record labels, rights societies and sub-publishers) to ensure accuracy of reporting and timeliness of payment**
- **Each statement review is followed-up by communication with originator regarding issues with the statement**
 - This diligence leads to more accurate reporting by each source in the future
 - All issues are followed up until satisfactorily resolved
- **Catalogue research – re-registration of existing catalogues, and song file research performed to rectify issues left unresolved by prior administrators, maximizing return on client's assets**

Aggressive Front and Back Office

- **Analysis of all underlying documentation pertaining to each song; missing documentation requested from client (i.e. underlying acquisition and chain of title agreements, songwriter agreements, sample agreements, etc.) to ensure claims can be perfected**
- **Disseminate letters of direction to all societies, subpublishers, and third party licensees to ensure all existing royalty streams are directed to Cherry Lane as administrator; assistance in setting up publishing affiliates provided to client when applicable**

The Team

❖ **Cherry Lane's management have experience from varied sectors of the entertainment business (Publishers, Labels, Publishing Societies, New Media, Film / TV, Artist Management, Production, Artist Booking). This eclectic mix provides the knowledge that it takes to succeed in today's ever converging music business. Cherry Lane's executives sit on Boards for the Association of Independent Music Publishers, the American Association of Independent Music and the National Music Publishers' Association.**

- ❖ **Peter Primont - CEO**
- ❖ **Michael Connelly – EVP, Business Development**
- ❖ **Richard Stumpf – SVP, Creative Services & Marketing**
- ❖ **Philip Cialdella – VP, Administration & Licensing**
- ❖ **Keith Hauprich – VP, Business & Legal Affairs**
- ❖ **Dan Lieblein – CFO**

Contact us at 212-561-3000

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