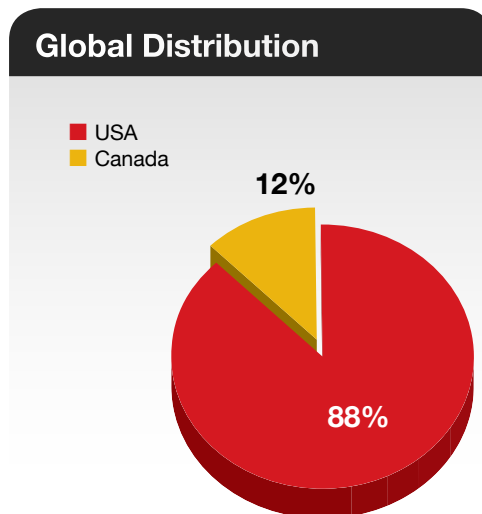
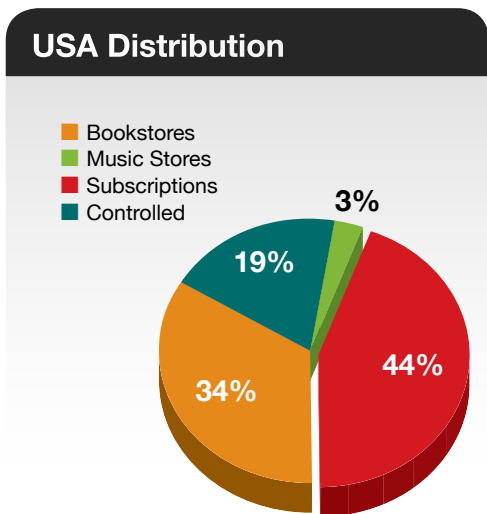


Circulation to Reach Your Customers

Our primary newsstand distributor is COMAG (www.comag.co.uk) and they have been working with us to continually improve our visibility in the marketplace. Newsstand copies of the Sound On Sound USA edition are now being distributed to Barnes and Noble, Borders, Hastings, as well as leading record and specialty stores nationwide. We're also a member of the MMPA (Music Magazine Publishers Association) which gives us access to RetailVision, a specialty magazine distributor with more than 1300 music stores in their distribution network (including all Guitar Center stores coast to coast). The magazine is selling through quite well - better than 50% of the per store draw in most cases. We also have an ongoing telemarketing program with RetailVision which is adding to our dealer base on a regular basis. We are continually adding new and qualified names to our comp subscription list both on a one-on-one basis and also by adding complete lists of names of recording studios, engineers and producers and the like from various music centers (i.e New York, Chicago, Nashville) around the US. We also conduct regular and successful paid subscription drives in conjunction with retailers and manufacturers and we are continually working to increase the Sound On Sound USA edition's distribution internationally.



LEFT: In addition to getting your message across to Sound On Sound USA Edition's thousands of highly qualified subscribers, you'll expand your market reach by connecting with thousands of readers from bookstores, newsstands, and music retailers. **RIGHT:** Monthly issues of Sound On Sound USA Edition are distributed to a readership that's dominated by recording musicians in the USA, with distribution that also extends into Canada.

 **Creative sales resource Inc.**

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