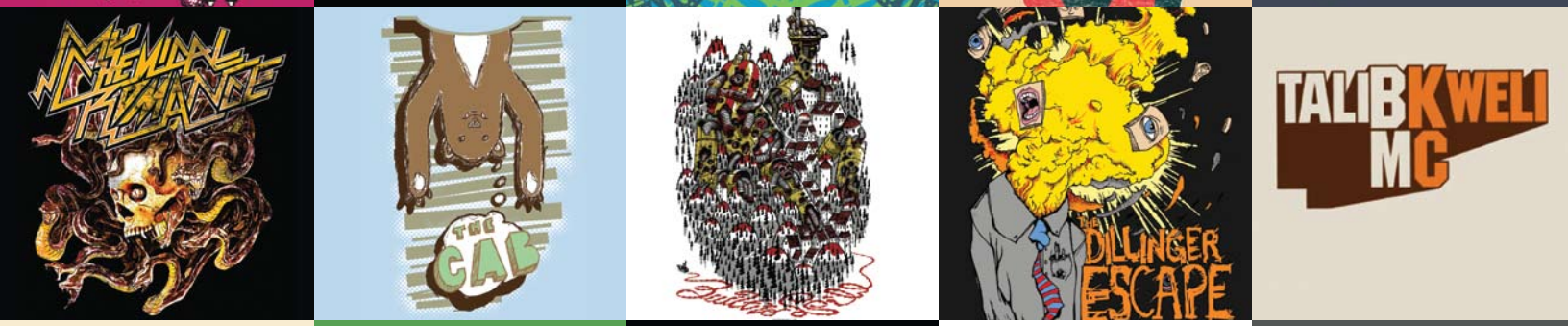




SELLING GUIDE



MATT YOUNG MERCH PLEDGE:

Welcome to the world of licensed merchandising! It's difficult to express in words my excitement to be here, at WEA, working with the best sales organization in the music biz.

In addition to an all new product line, we will now be working with some new accounts. Retailers who do not buy prerecorded music make up half of all the merchandise business. If you think you met some crazy eccentric folks in the CD business, get ready to have some real fun. Every new store will have different buyers, different priorities, different real estate, and any other combination of variables. Fear not, the strength and potential of the new opportunities will outweigh the challenges.

You are not alone.

I am personally committing myself to each of you. I want you to be 100% comfortable with what you are about to do. If anyone has any uneasiness or lacks confidence in their knowledge of the product or pitch, I am here for you. I will spend all the time necessary to talk you through any obstacles.

A handwritten signature in black ink, appearing to read 'M Young', with a large, sweeping flourish that loops back under the name.

Matt Young

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- 1 Merch is nonreturnable as an industry standard.
- 2 Size Matters. Depending on the type of music a band plays, sales will vary for the different sizes of the apparel.
- 3 There is no Soundscan or point of sale tracking for merch sale at retail.
- 4 Merch sales are consistent and sustainable on or off recording cycles. Natural spikes occur around new releases, tour dates, etc.
- 5 Merch accounts are used to seeing wholesale pricing NOT List Price or SRP. Be sure to focus on the wholesale cost when soliciting.
- 6 Merch accounts have buying cycles. The two biggest are "Back to School" and "Holiday." Back to school is usually June and July with holiday kicking in after Halloween. Back to School is sometimes a bigger selling season than Holiday.
- 7 Merch offers the fan an intimate and personal relationship with the artists that can run even deeper than the music.

NOTES

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TOP 7 THINGS TO KNOW ABOUT MERCH



MATT YOUNG

SVP
Merchandise Solutions



ELSA VIVERO

VP Sales
Developing Markets & Genres



NINA O'CONNOR

Senior Director, Production
Merchandise Solutions



KIM BURKE

Product Manager
Merchandise Solutions



STEVE HASH

Art Director
Merchandise Solutions

WHILE THERE ARE SEVERAL NEW FACES, WE WILL BE INTEGRATING WITH WEA'S EXISTING INFRASTRUCTURE.

NOTES

WEA WHO'S WHO

THE ACADEMY IS	FUELED BY RAMEN
AIRBOURNE	ROADRUNNER
ALL TIME LOW	FUELED BY RAMEN
THE ALMOST	TOOTH & NAIL / VIRGIN
ANTHONY GREEN	PHOTO FINISH / ATLANTIC
ARMOR FOR SLEEP	WARNER BROTHERS
ATMOSPHERE	ILG
BLEEDING THROUGH	TRUSTKILL
BLESS THE FALL	WARNER BROTHERS
BLOODSIMPLE	WARNER BROTHERS
BUCKCHERRY	ATLANTIC
BUILT TO SPILL	WARNER BROTHERS
THE CAB	FUELED BY RAMEN / ATLANTIC
CANDLEBOX	ILG
CAROLINA LIAR	ATLANTIC
ERIC CLAPTON	WARNER BROTHERS
CUTE IS WHAT WE AIM FOR	FUELED BY RAMEN
DEATH CAB FOR CUTIE	ATLANTIC
DEMON HUNTER	SOLID STATE
DILLINGER ESCAPE PLAN	RELAPSE
DRIVE BY	WARNER BROTHERS
THE FLAMING LIPS	WARNER BROTHERS
FOXY SHAZAM	FERRET
GNARLS BARKLEY	ATLANTIC
GRATEFUL DEAD	RHINO
GREELEY ESTATES	WARNER BROTHERS
GWEN STACY	FERRET

GYM CLASS HEROES	FUELED BY RAMEN / ATLANTIC
MISSY HIGGINS	WARNER BROTHERS
HIT THE LIGHTS	ILG
ERIC HUTCHINSON	WARNER BROTHERS
IDIOT PILOT	WARNER BROTHERS
TALIB KWELI	WARNER BROTHERS
MAINO	ATLANTIC
MASTODON	WARNER BROTHERS
MÊLEÉ	WARNER BROTHERS
JASON MRAZ	ATLANTIC
MY CHEMICAL ROMANCE	WARNER BROTHERS
JAMES OTTO	WARNER BROTHERS
PANIC AT THE DISCO	FUELED BY RAMEN / ATLANTIC
PARAMORE	FUELED BY RAMEN / ATLANTIC
PHANTOM PLANET	FUELED BY RAMEN
ROLLINS BAND	WARNER BROTHERS
SECRET AND WHISPER	SOLID STATE
SHINEDOWN	ATLANTIC
THE SPILL CANVAS	WARNER BROTHERS
TAKING BACK SUNDAY	WARNER BROTHERS
SERJ TANKIAN	WARNER BROTHERS
TANTRIC	ILG
RANDY TRAVIS	WARNER BROTHERS
UNDEROATH	TOOTH & NAIL
V.I.C.	WARNER BROTHERS
THE VIRGINS	ATLANTIC

ARTIST ROSTER

Album release sheets will include merch items when the release information coincides with the announcement of the music release. Size and style details as they relate to the band and/or genre will be included in the solicitation materials.

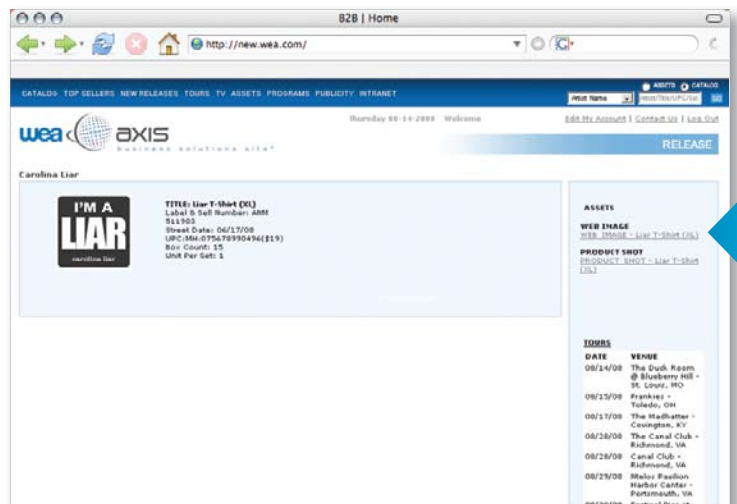
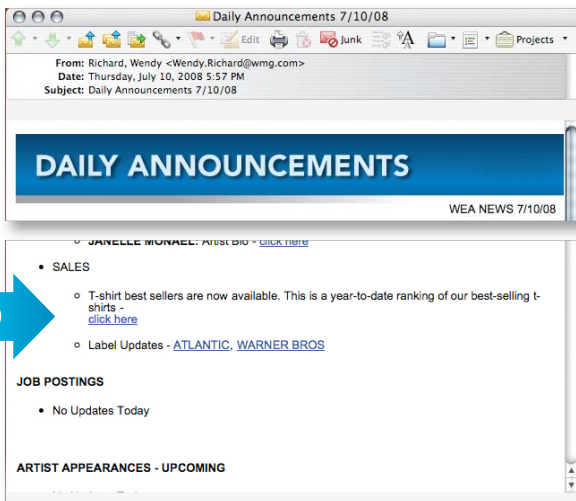
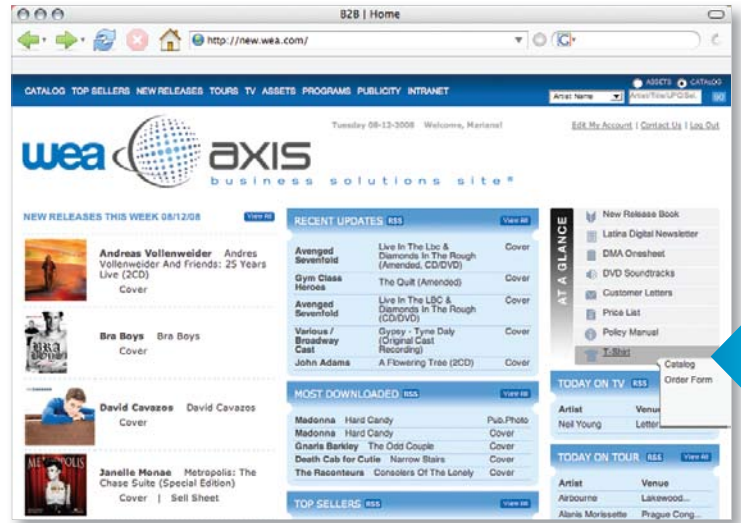
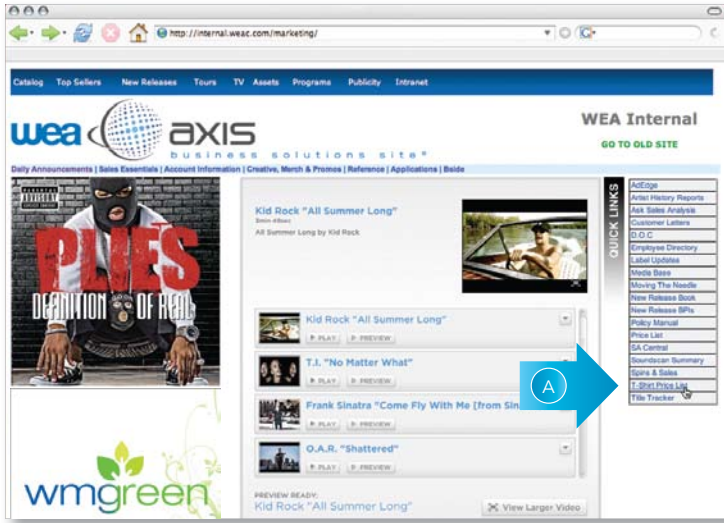
The seasonal catalog is the principal source of artist and design information, with additional off-cycle releases to be circulated as they become part of the growing catalog.

Artist Merchandise as defined by the MH configuration code is a one-way sale.

There are no loose pick or minimum order charges attached to this product per the current policy, but we reserve the right to institute a loose pick or minimum order policy for this product at any time.

WEA currently pays freight on merch orders, as we do on music and other products. This is a strong selling point with merch customers as many companies traditionally charge for shipping.

- A Updated T-Shirt Price List is available on the WEA Axis. (internal view)
- B A monthly top-selling merch list is posted on Daily Announcements.
- C All merch related information is updated and available on the WEA Axis in one central area.
- D Artist and design specific information are available via the search function.



SALES TOOLS & INFORMATION OVERVIEW



STANDARD FIT

A traditional, boxier fit, we use brands such as Gildan, Hanes, Anvil, AAA and Jerzees



SLIM FIT

We commonly use the Tultex Tee because its combed ring-spun cotton is noticeably softer and higher in quality than carded cotton. Fiber-reactive dyes are used because they are much brighter and longer lasting than all-purpose dyes. They feature a slim fit, soft touch and full dischargeable properties. We also use American Apparel, The Core, Next Level and Continental slim fits tees.



JUNIOR'S

We commonly use Tultex 4.5 oz. 100% combed ring spun cotton 30/1 (single) fine knit jersey, side seamed for shaped fit, and Tear-Away tag. Reactive dyed and dischargeable. Other 30/single or 100% Fine Jersey cotton bodies we use include American Apparel, The Core, Next Level and Continental junior styles.



RAGLAN

We will typically use the classic baseball shirt such as Anvil's 5.6 oz., heavyweight baseball shirt with contrasting three-quarter length raglan sleeves. The less traditional "fashion" raglan is more fitted, has a higher thread weight count and is more costly to produce.



UNISEX HOODIE

Typically 80% ring spun combed cotton / 20% polyester for reduced shrinkage, jersey lined hood and fabric overlay on the zipper for optimal over the zipper screen-printing.



BODY STYLES

CARDED COTTON

Carded cotton is a mixture of ragged, thicker, short fibers. This cotton is cheaper for manufacturers to produce and is rough, heavy and lower in quality. Fewer coarser fibers are blown together, resulting in a loosely bound, thicker, rougher thread. This thread produces a looser knit, heavier material that is coarser to the touch.

COMBED COTTON

The combing process separates the more desirable longer, thinner, more even fibers from the less desirable shorter, coarser, less consistent fibers. A higher count of thinner fibers tightly twisted together make a stronger, smoother, finer thread. This finer-knit fabric is softer and lighter to touch. 100% Fine Jersey cotton, combed for softness

FINE JERSEY COTTON

Made of 100% fine ring-spun combed cotton, lightweight fine jersey is exceptionally smooth and tight-knit, making it just as opaque as a much heavier fabric.

30/1

The 30/(single), 40/(single), etc. refer to the thread weight that is used. When a higher thread weight number is used, the thread is finer and a tighter weave can be achieved. 30/single shirts are extremely soft and lightweight. 40/single would be more like a vintage type shirt- very lightweight. An 18 single would have a coarser weave and be heavier in weight.



ALL T-SHIRT STYLES

MACHINE WASH COLD NON-CHLORINE BLEACH TUMBLE DRY LOW DO NOT IRON DECORATION DO NOT DRY CLEAN

NOTES



Effective merchandising of apparel items may present a challenge to accounts new to the business. They should know that there are many simple and inexpensive ways to create attractive t-shirt displays in their stores. Compiled below are ideas and suggestions from the field that have proven successful for some of our customers.

THE VINYL SOLUTION

Several accounts report that they are wrapping t-shirts tightly across vinyl LPs so that the design is stretched and fully visible from the front. Once the shirt is secured in the back, they can be displayed on walls and in existing vinyl bins – anywhere and everywhere an LP would go. For those accounts that don't have vinyl on hand, a rigid 12"x12" piece of cardboard or plastic works just as well.



SLAT WALLS & GRID WALLS

A variety of companies produce inexpensive slat and grid wall units that can be used to create simple but effective t-shirt displays. These units are very flexible – allowing shirts to be displayed flat, on hangers, in clear boxes, etc. A big advantage is that these are add-on units that can easily be expanded as the business does.



DISPLAY FRAMES

A variety of inexpensive acrylic frames can be found at department stores and home decor shops to display t-shirts on walls. Several frames displayed together can create an attractive gallery of t-shirt art.



NOTES

DUMP BINS

A corrugate LP merchandiser can easily be converted into a t-shirt bin by using “The Vinyl Solution” idea above.

EXISTING SHELVING

Shirts can be folded and stacked neatly on shelves or tables to create displays that encourage customers to pick them up and get a closer look.

WALL SPACE

Encourage your accounts to use all available wall space to display t-shirts. Shirts sell best when they’re easily visible inside the store

OTHER FIXTURES

A wide variety of other fixtures (spinner racks, shelf units, hanger units) are available to accounts who’d like to make a more serious investment in their merch business. These companies easily can be found online.

EXAMPLES

- www.optosystem.com
- www.triodisplay.com/catalog
- www.hookstore.com/fsfo.htm
- store.birchwooddisplay.com

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VISIBILITY TOOLS

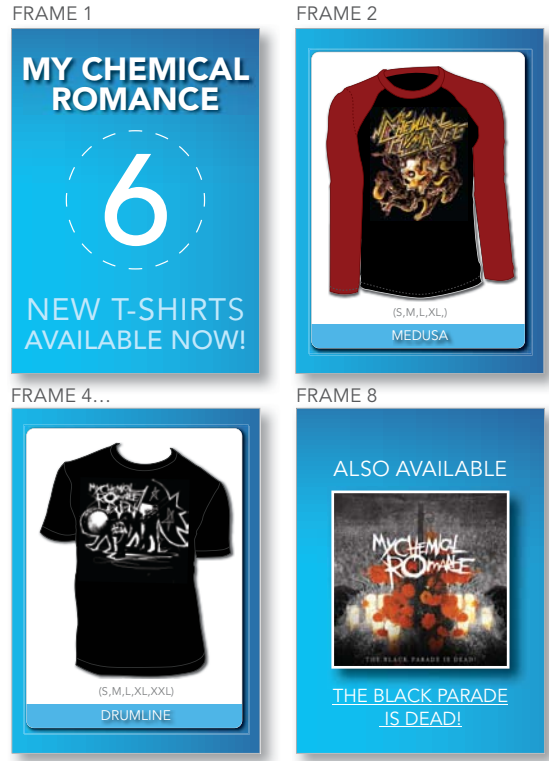
Flyers / Easelbacks and Web Banners are now being created to tie new audio releases into an artist's line of merch (e.g. Death Cab, Panic, Shinedown). Encourage your accounts to use these in-store and online tools everywhere they can to make their customer's aware that they carry more than just an artist's CD.

CUSTOM TOOLS

Reps that require other types of tools for their accounts (custom flyers, bin cards, H-clips, etc) can submit a Creative Services request form.



SAMPLE T-SHIRT FLYER



SAMPLE ANIMATED WEB BANNER

NOTES