

Teri Brown / T.B.A. Network

From: Ronnie Lippin [ronnie@lippingroup.com]
Sent: Friday, October 22, 2004 3:38 PM
To: Ann E Herrick; Teri Brown / T.B.A. Network
Cc: Babswest@aol.com; GEBMUSIC@aol.com
Subject: Fw: Reuters.com - James Taylor Sends Musical Greetings Via Hallmark - Fri October 22, 2004 06:47 PM ET

Dear Ann and Teri:

Here's how this works. Billboard and their entire group of magazines provides entertainment coverage for Reuters. Margo's story, which will be in Billboard's next issue, was selected for servicing on the wire. Reuters goes to literally thousands of newspapers, internet sites, radio and television outlets worldwide (it is the biggest wire service in the world).

We'll have to wait until Sunday or Monday for Billboard, but here (below) is the Reuters version that went out on Friday afternoon.

Regards,
Ronnie



[James Taylor Sends Musical Greetings Via Hallmark](#)

Fri October 22, 2004 06:47 PM ET

By Margo Whitmire

LOS ANGELES (Billboard) - The Hallmark name is synonymous with card shopping, but it has also turned into a successful music retailer during the holiday season.

This year James Taylor joins a long line of artists to release a holiday album exclusively through Hallmark's Gold Crown stores. "James Taylor: A Christmas Album" is due in the United States and Canada Nov. 1. Grammy Award winner Dave Grusin produced the 11-track set, which features a duet with Natalie Cole on "Baby It's Cold Outside."

"Our estimation with James Taylor is that this will be a platinum album (for U.S. shipments in excess of one million copies)," Hallmark manager of integrated marketing Ann Herrick says.

The set sells for \$10.95, but the price drops to \$6.95 with the purchase of three greeting cards.

"From a business aspect, all the stars seemed to align and it was a great opportunity," Taylor's manager Gary Borman says.

For a free agent like Taylor -- who released his final album for Columbia Records, "October Road," in 2002 -- the partnership is an opportunity to reach Hallmark's massive clientele, Borman added.

Hallmark, which has more than 4,200 store locations, began releasing holiday albums in the 1980s and has worked deals with artists such as Amy Grant, Tony Bennett and Vince Gill & Olivia Newton-John, who teamed with the London Symphony Orchestra in 2000. Last year's release was "Christmas Is All in

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the Heart" by Steven Curtis Chapman.

All deals are two-year exclusives. In the second year, Hallmark often offers the titles to other chains that carry its products, such as Walgreens and CVS.

Herrick says Hallmark has decided to expand its music promotion to another season.

"Valentine's Day was another natural season for us in that it's about communicating emotions and celebrating love, so it was the next holiday that made sense," she says.

RCA artist Martina McBride is featured on Hallmark's first Valentine's Day compilation, "Martina McBride: My Heart," expected in stores Jan. 24, 2005.

The album features past McBride hits including "Valentine" (with Jim Brickman) and "In My Daughter's Eyes," as well as two singles exclusive to the project, "At Last" and "Together Again."

Reuters/Billboard

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