

Angie Stone

the art of love & war



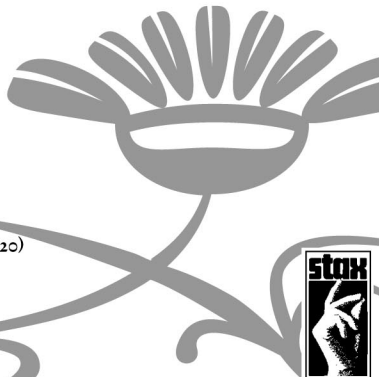
The highly anticipated new CD is her best album ever. Includes the new hit single "Baby" featuring the legendary BETTY WRIGHT and "My People" with the incomparable JAMES INGRAM

HIGHLIGHTS:

- THE NEO-SOUL AND R&B ICON RETURNS WITH A NEW STUDIO ALBUM ON THE HISTORIC STAX RECORD LABEL
- ANGIE STONE HAS ALREADY SOUNDSCANNED 2 MILLION CDs IN HER CAREER; HER GUEST ARTISTS HAVE SOLD MORE THAN 1.5 MILLION CDs

SELECTIONS:

01. TAKE EVERYTHING IN (3:50)
02. BABY - featuring BETTY WRIGHT (4:50)
03. HERE WE GO AGAIN (3:30)
04. MAKE IT LAST (3:46)
05. SOMETIMES (3:29)
06. GO BACK TO YOUR LIFE (1:22)
07. HALF A CHANCE (4:09)
08. THESE ARE THE REASONS (5:05)
09. MY PEOPLE - featuring JAMES INGRAM (5:20)
10. SIT DOWN (4:32)
11. PLAY WIT IT (2:50)
12. POP POP (3:51)
13. WAIT FOR ME (4:01)
14. HAPPY BEING ME - featuring PAULETTA WASHINGTON (4:28)



www.stax50.com

PRESS:

Early feature confirmations already include:
JET, EBONY, ESSENCE, UPSCALE, TODAY'S BLACK WOMAN,
SISTER 2 SISTER, HONEY, ROLLING OUT, BLUES & SOUL & BILLBOARD

NATIONAL PRINT ADVERTISING:

VIBE 1/2p Nov
SISTER 2 SISTER 1/2p Nov

TELEVISION ADVERTISING:

30:sec TV ad campaign will commence Oct. 11 and run through Oct. 30 on both NATIONAL CABLE and TOP 7 LOCAL BROADCAST MARKETS. Targeted stations / programming will include: GIRLFRIENDS, 106 & PARK, VH1 SOUL and LOGO.

RADIO:

First single, "Baby," ALREADY #1 MOST ADDED AT URBAN A/C; 2nd MOST ADDED RECORD OF THE YEAR!
Key stations include...WBLS-New York, KJLH-Los Angeles, KBLX-San Francisco, KRNB-Dallas, WHUR-Washington DC, WVAZ-Chicago, WHQT-Miami...and more.
Ecard available @ <http://www.stax50.com/ecard/angie>

RADIO ADVERTISING:

30:SEC RADIO AD CAMPAIGN at the UAC format to be conducted in the following markets:
NEW YORK, LOS ANGELES, WASHINGTON DC, CHICAGO, ATLANTA, MIAMI and HOUSTON.

VIDEO:

Video for "Baby" was directed by Gina Prince-Bythewood, known for her critically acclaimed film "Love & Basketball." Video was serviced to all local, regional and national outlets, and is already on MEDIUM ROTATION AT VH1 SOUL and gaining momentum, and NOW ACTIVE AT BETJ.

LIFESTYLE MARKETING:

- GAY MARKETING: Fly-Life has been retained to target this marketplace. 3 month campaign.
- GIANT STEP STREET TEAMS: Will work this project from 9/28 to 10/25. Angie will also be part of their tastemaker mailer and window poster display campaign.
- HAIR SALONS: Special targeting through the Urban Beauty Collective.
- CD SERVICING: Department stores, bars and gyms throughout the US.
- STRATEGIC ORGANIZATIONAL AFFILIATIONS: National Black MBA (6,000 members), HBCUS, African-American sororities and fraternities, 100 Black Men of America (10,000 members) and more.
- NATIONWIDE LISTENING PARTIES

NEW MEDIA:

EXTENSIVE INTERNET MARKETING CAMPAIGN will utilize primary and secondary music, entertainment and lifestyle sites to promote the album via ALBUM REVIEWS, CONTENT PLACEMENT, EDITORIALS, INTERVIEWS, SWEEPSTAKES, LISTENING PARTIES and more. FLY LIFE and GIANT STEP to assist in campaign.

TOURING:

A NATIONAL TOUR will take place to support this release.
Dates: TBD. Dates will be posted at www.myspace.com/angiestonemusic

MERCHANDISE/POP:

Following items are being created: 1'x 2' FLAT, 11"X 17" POSTER, 4'X6" POSTCARDS, BIN CLIPS and WINDOW STATICS.

TOP 10 SALES MARKETS:

NEW YORK, LOS ANGELES, WASHINGTON DC, ATLANTA, CHICAGO, PHILADELPHIA, SAN FRANCISCO, DETROIT, BALTIMORE, DALLAS

HOME MARKET:

ATLANTA

Artist/Title: Angie Stone / The Art of Love and War

Street Date: October 16, 2007

Order Due Date: September 26, 2007

Notes:

Genre: R&B / Soul

Label: STAX

Price Code: C18

Box Lot: 30

Packaging: Jewel Case - 1 CD



CD-Selection #
STXCD-30146