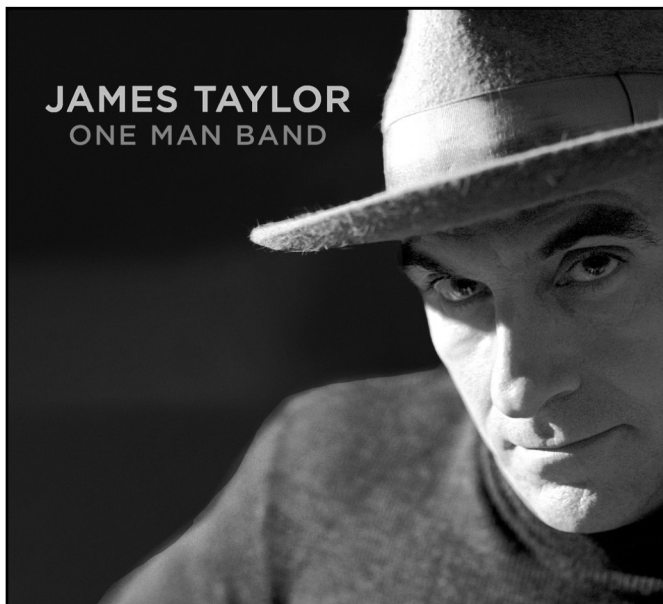


# JAMES TAYLOR

## ONE MAN BAND



A new CD/DVD set of live recordings of new performances from some of the iconic singer/songwriter's most popular recordings interspersed with his insightful and humorous anecdotes on the inspiration for the songs. Says Taylor: "This is an intimate retrospective of 40 years worth of songs and the people, places and events that inspired them."

### SELECTIONS:

Disc One – CD & Disc Two - DVD

- |   |                                    |
|---|------------------------------------|
| 01. <b>Something In The Way She Moves</b> | 11. <b>Secret O' Life</b>          |
| 02. <b>Never Die Young</b>                | 12. <b>Line 'Em Up</b>             |
| 03. <b>The Frozen Man</b>                 | 13. <b>Chili Dog</b>               |
| 04. <b>Mean Old Man</b>                   | 14. <b>Shower The People</b>       |
| 05. <b>School Song</b>                    | 15. <b>Sweet Baby James</b>        |
| 06. <b>Country Road</b>                   | 16. <b>Carolina In My Mind</b>     |
| 07. <b>Slap Leather</b>                   | 17. <b>Fire And Rain</b>           |
| 08. <b>My Traveling Star</b>              | 18. <b>Copperline</b>              |
| 09. <b>You've Got A Friend</b>            | 19. <b>You Can Close Your Eyes</b> |
| 10. <b>Steamroller Blues</b>              |                                    |

\*DVD includes bonus footage & outtakes

- James Taylor is **ONE OF THE MOST RESPECTED AND SUCCESSFUL ARTISTS IN THE HISTORY OF POPULAR MUSIC**
- This exceptional collection of songs, combined with Taylor's unique, first-hand reflections, **IS A MUST-HAVE FOR ANY MUSIC FAN**
- *One Man Band* tells the story of Taylor's songs through **EXCLUSIVE INTERVIEWS** and **RARE MULTI-MEDIA FOOTAGE**, including home movies and photographs from his **PERSONAL ARCHIVES**
- Over the course of his career, Taylor has **SOLD MORE THAN 40 MILLION ALBUMS...and WON MORE THAN 40 GOLD, PLATINUM AND MULTI-PLATINUM AWARDS**
- **5-TIME GRAMMY AWARD WINNER**

### TELEVISION ADVERTISING:

**DIRECT RESPONSE:** An extensive DR campaign will begin 2-3 weeks before street date. Campaign will consist of :60, :90 & :120 second spots on both local broadcast and national cable outlets including: **BIORAPGHY, BRAVO, CNBC, FOX NEWS, LIFETIME, OVATION, TVLAND, VH1 CLASSIC, WOMEN'S ENTERTAINMENT** and more.  
A complementary 30:SEC TV AD CAMPAIGN will also take place during the first two weeks of release and will consist of both national cable station outlets such as **CNN, SOAPNET** and more, as well as **TOP 10 DMA** advertising on **CBS SUNDAY MORNING, THE TODAY SHOW** and more.

### NATIONAL PRINT ADVERTISING:

<i>NEW YORK TIMES</i>	FP	Nov. 4
<i>LOS ANGELES TIMES</i>	FP	Nov. 4
<i>BOSTON GLOBE</i>	FP	Nov. 4
<i>NEW YORK OBSERVER</i>	FP	Nov. 4
<i>AARP</i> [New England Region]	1/2P	Winter
<i>NEW YORKER</i>	1/3P	Nov. 26
<i>PASTE</i>	1/2P	Dec/Jan
<i>HARP</i>	1/2P	Dec
<i>UTNE READER</i>	1/2P	Jan/Feb
<i>MOTHER JONES</i>	1/2P	Jan/Feb
<i>OXFORD AMERICAN</i>	1/2P	Dec
<i>BILLBOARD</i>	FP	Nov. 10

### RADIO:

Full promotional servicing to the following formats: **AAA, AC, SMOOTH JAZZ, CLASSIC HITS RADIO** and **ACOUSTIC SPECIALTY SHOWS**. National **NPR** Underwriting scheduled for **MORNING EDITION** and **FRESH AIR**.

### NEW MEDIA:

Online marketing specialists will secure editorial and reviews with music, lifestyle and affinity sites; likely 60-80 sites for initial push and focus, including **AOL, Yahoo, VH1.com** to name a few. Additional tasks include **MySpace** and **YouTube** coverage, extensive banner advertisements and special listening parties.

### LIFESTYLE MARKETING:

- **AIRLINES:** Music features on major airlines with in-flight entertainment programs
- **MOVIE TUNES:** November and December video play (2,500 screens) & audio play (13,500 screens)
- **STREET TEAMS:** 7 week campaign beginning Nov. 1 in top DMA; Posters visible in over 4,000 locations and in-store play in over 800 locations
- **WINERIES/CAFES:** Servicing to tasting rooms, cafés, bookstores and more

### TOURING:

An extensive **NATIONAL TOUR** is scheduled for later this year into early 2008. Final dates TBD.

### TOP 10 SALES MARKETS (in order):

- |                          |                          |
|--------------------------|--------------------------|
| 01. <b>New York</b>      | 02. <b>Los Angeles</b>   |
| 03. <b>Boston</b>        | 04. <b>Chicago</b>       |
| 05. <b>Philadelphia</b>  | 06. <b>Washington DC</b> |
| 07. <b>San Francisco</b> | 08. <b>Atlanta</b>       |
| 09. <b>Denver</b>        | 10. <b>Dallas</b>        |

### HOME MARKET:

**BOSTON, MA** [Pittsfield, MA]

hear**music**

Artist/Title: **James Taylor / One Man Band**

Street Date: **Nov. 13, 2007**

Order Due Date: **Oct. 24, 2007**

Notes:

Genre: **ROCK**

Label: **Hear Music**

Box Lot: **16**

Price Code: **C23**

Packaging: **Digi – 2 disc [ 1 CD – 1 DVD]**

CD-Selection #  
**HMCD2-30516**

