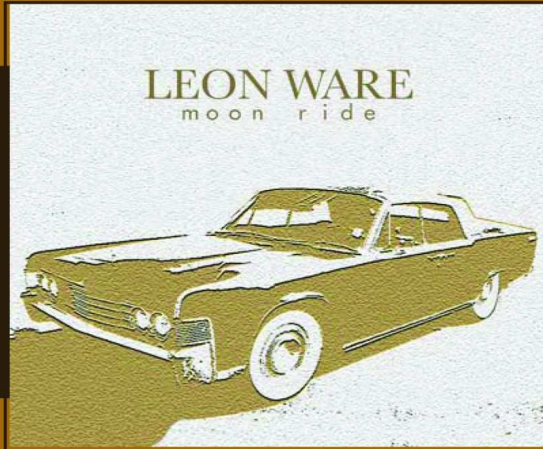


LEON WARE

moon ride

THE STAX RECORDS DEBUT ALBUM FROM THE LEGENDARY SONGWRITER, PRODUCER AND VOCALIST LEON WARE. THE ALL-NEW MATERIAL ON *MOON RIDE* EASILY CONFIRMS WARE AS A TRUE MASTER OF MUSICAL SENSUALITY AND EXPLAINS WHY HE CONTINUES TO BE ENDEARED TO SOUL MUSIC LOVERS WORLDWIDE.



SELECTIONS:

- | | |
|--------------------------------|---------------------------------------|
| 01. Moon Ride (4:27) | 07. I Never Loved So Much (5:15) |
| 02. Blue Dress (3:24) | 08. To Serve You (All My Love) (5:29) |
| 03. Hold Tonight (4:36) | 09. Soon (4:21) |
| 04. Just Take Your Time (5:14) | 10. A Whisper Away (5:42) |
| 05. Smoovin' (5:06) | 11. From Inside (4:06) |
| 06. Loceans (5:07) | 12. Urban Nights (4:57) |

HIGHLIGHTS:

Leon's list of impressive writing credits include classic recordings by **QUINCY JONES**, **MINNIE RIPPERTON**, **MAXWELL**, **MICHAEL JACKSON**, **AVERAGE WHITE BAND** and, of course, the late **MARVIN GAYE** (whose Ware-written and produced *I Want You* LP remains a seminal Motown album.)

Classic Leon Ware songs include "I Want You," "If I Ever Lose This Heaven," "Body Heat," "I Wanna Be Where You Are" and so much more.

Recently, Leon's music has been discovered by a whole new generation of artists leading to creative samplings of his songs with the likes of **ICE CUBE**, **TUPAC**, **A TRIBE CALLED QUEST**, **PRINCE**, **MARY J. BLIGE** and more.

RADIO:

The first single, "Smoovin'" shipped to UAC RADIO on June 17. Add date: July 8.

PRINT ADVERTISING:

Quarter page ads will appear in the following papers on release week:

LOS ANGELES	SENTINEL
ATLANTA	INQUIRER
CHICAGO	DEFENDER
DETROIT	MICHIGAN CHRONICLE
NEW YORK	AMSTERDAM NEWS
MEMPHIS	TRI-STATE DEFENDER

NEW MEDIA:

An independent marketing company has been retained to launch a vigorous online campaign, focusing on re-introducing Leon to Neo-Soul, Contemporary R&B and Hip Hop music enthusiasts. In addition, campaign will target African American lifestyle and entertainment sites, mainstream entertainment sites, soul music sites and hip hop music sites for interviews, reviews, bulletins, listening parties and more.

LIFESTYLE:

URBAN MUSIC MOVIE NETWORK: "Smoovin'" will receive in-theater play, front and back announced, during August in 390 theaters comprising more than 4,800 screens in the Top 10 DMAs.

LEON WARE TOP TEN SALES MARKETS

(in order):

- | | |
|-------------------|-------------------|
| 01. Los Angeles | 06. Chicago |
| 02. New York | 07. Washington DC |
| 03. Philadelphia | 08. Atlanta |
| 04. Baltimore | 09. Minneapolis |
| 05. San Francisco | 10. Detroit |

LEON WARE HOME MARKET:

Los Angeles, CA

C O N C O R D
MUSIC GROUP

www.leonware.com
www.staxrecords.com



Artist/Title: **Leon Ware/ Moon Ride**

Street Date: **August 12, 2008**

Order Due Date: **July 23, 2008**

Notes:

Genre: **R&B / Soul**

Label: **STAX**

Packaging: **Jewel Case - 1 disc**

Box Lot: **30**

Price Code: **C18**



CD-Selection #
STXCD-30228