

PAUL MCCARTNEY

memory almost full

Memory Almost Full is performed entirely by Paul McCartney [excluding strings] and produced by Grammy® Award-winner **David Kahne** (The Strokes, Sublime, Bruce Springsteen and more).

SPECIAL LAUNCH EVENTS: Special performance events scheduled to take place in New York, Los Angeles and London. Additional information TBD.

PRESS: Significant national coverage expected from both Television, Print, and Online outlets. Appearances on national TV shows are anticipated, as well as interviews/reviews in daily newspapers such as **USA Today, NY Times & LA Times**, and music/lifestyle magazines such as **Rolling Stone**, etc.

RADIO: First single "Ever Present Past." Add date: **April 30th**. AAA, Mainstream AC, News Talk, Classic Rock, Beatles Specialty Shows, Classic Hits Radio, Jack FM, Public Radio. **EXTENSIVE RADIO ADVERTISING CAMPAIGN.**

RETAIL: High visibility campaigns, price & positioning support and regional listening events planned.

VIDEO: "Dance Tonight," directed by **Michel Gondry** and featuring **Natalie Portman**. Video servicing to all national outlets with emphasis on VH1 & VH1 Classic. Video will also be serviced to **YouTube, Google, Yahoo**, and other key websites for major impact.

NATIONAL CABLE & NATIONAL/LOCAL MARKET BROADCAST TV ADVERTISING: • Extensive 30:second TV ad campaign to commence Friday June 1st • National Cable outlets will include the following: **A&E, BBCA, BRAVO, CNN, VH1, DISCOVERY, CNN, FOX NEWS, MSNBC, BIOGRAPHY & HISTORY CHANNEL** • Additional advertising will take place on the following Broadcast programming; either national or Top DMAs: **TODAY SHOW, GOOD MORNING AMERICA, THE VIEW, ELLEN, LIVE WITH REGIS & KELLY, CBS SUNDAY MORNING.**

NATIONAL PRINT ADVERTISING:

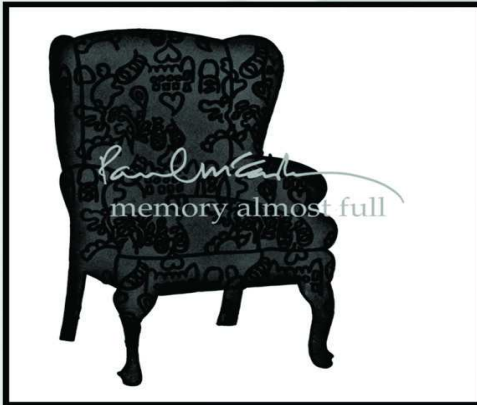
USA Today	1/2 Page	Fri. June 1	2.1 M
New York Times	Full Page	Sun. June 3 & 10	1.6 M
Los Angeles Times	Full Page	Sun. June 3	1.2 M
Chicago Tribune	Full Page	Sun. June 3	960,000
Rolling Stone	Full Page	July 12 issue	1.4 M
Wired	1/3 Page	July	623,000

As well as... **Paste, Harp, Utne Reader & Mother Jones; TRADE: Billboard** - False Cover and Inside Front Cover - June 2 issue; **Radio & Records** - Cover - June 3 issue

Additional advertising campaign to target Dads and Grads.

NEW MEDIA: Online marketing specialists will secure placement, 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** content, coverage and management, as well as placement of extensive banner advertisements throughout the web.

LIFESTYLE MARKETING: Movie Theatres: Movie Tunes: 13,500 screens for audio, 2,500 screens for video exposure; Cinema Sounds: 13,500 screens for audio, 2,163 screens for video; Landmark: 208 screens in 23 cities; Laemmle Theatres: 88 targeted art-house screens **Airlines:** American: Aug. in-flight audio feature and **AAttractions**; United: Video placement for June or July (TBD) & feature in **Hemispheres**; Delta/Northwest: Video placement TBD. **Street Teams:** 7 week campaign in 8 markets: NY, LA, CHI, SE, BOS, ATL, PHI & DC; 14" x 22" posters visible in over 4,000 locations; In store play in over 800 locations.



SELECTIONS:

01. Dance Tonight (2:54)
02. Ever Present Past (2:56)
03. See Your Sunshine (3:19)
04. Only Mama Knows (4:18)
05. You Tell Me (3:16)
06. Mr. Bellamy (3:39)
07. Gratitude (3:18)
08. Vintage Clothes (2:22)
09. That Was Me (2:39)
10. Feet In The Clouds (3:24)
11. House Of Wax (4:59)
12. The End Of The End (2:53)
13. Nod Your Head (1:57)



DELUXE LIMITED EDITION

Additional Bonus Disc Includes:

- Audio commentary by McCartney describing the music
- 3 Bonus tracks
- Deluxe Digipak



hearmusic

Artist/Title **Paul McCartney/Memory Almost Full**

Street Date: **6.5.07** Order Due Date: **5.16.07**

Notes:

Standard - Super Jewel

Deluxe - Digipak



Genre: **Pop** Box Lot: **30**

CD-Sel. **HMCD-30348**

CD-Sel. **HMCD-30358**

Price Code: **C18**

Price Code: **C24**