

# will downing

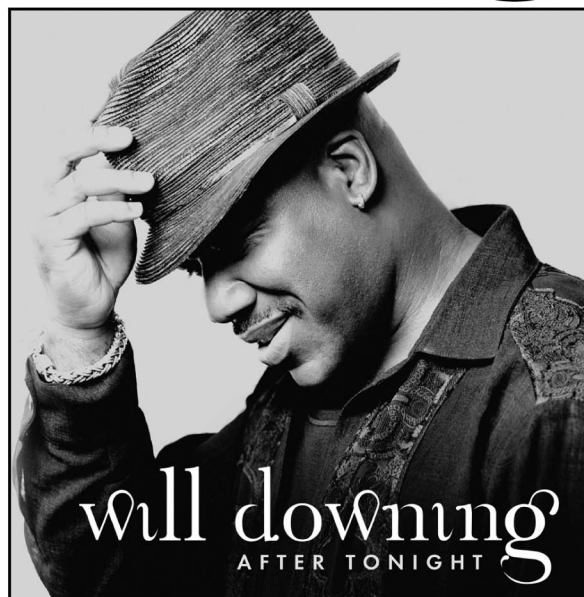
## AFTER TONIGHT

WITH HIS PEAK RECORDS DEBUT, *After Tonight*,  
MULTI-MILLION-SELLER WILL DOWNING

CEMENTS HIS POSITION AS ONE OF THE  
PREEMINENT R&B SINGERS IN THE WORLD.

### Selections:

01. Will's Groove
02. Fantasy (Spending Time With You)
03. After Tonight
04. No One Can Love You More
05. Lovers Melody
06. Satisfy You
07. All I Need Is You
08. God Is So Amazing
09. You Just Can't Smile It Away
10. After Tonight (Between The Sheets REMIX)



• Known as the "SENSUAL MUSICAL MASSEUSE OF THE MIDNIGHT HOUR" and the man with the "SMOOTHEST, MOST SOOTHING BARITONE IN ALL OF RHYTHM & ROMANCE"

• GRAMMY and NAACP IMAGE AWARD WINNER!

• In his career, Downing has already  
SOLD MORE THAN 2 MILLION ALBUMS!

• Features special guests GERALD ALBRIGHT, KIRK WHALUM  
and ROY AYERS

• Produced by REX RIDEOUT

### Radio:

First single to UAC RADIO: "*After Tonight*"  
Ship date: 8.2.07 Add date: 9.25.07

### Television Advertising:

A 30:sec TV ad campaign will take place Oct. 26 – Nov. 4.  
Targeted programming / cable networks to include: B.E.T. •  
SMOOTH JAZZ T.V. • SHOWTIME AT THE APOLLO •  
THE TOM JOYNER SHOW • B.E.T.J. and more!

### National Print Advertising:

*SISTER 2 SISTER* 1/2p DEC  
*UPSCALE* 1/2p DEC  
*JAZZIZ* FP DEC  
Overall readership: MORE THAN 1.1 MILLION PEOPLE

### Radio Advertising:

A UAC RADIO AD CAMPAIGN will be conducted for the first two weeks of release. Target markets to include WASHINGTON DC, NEW YORK, CHICAGO and more.

### Lifestyle:

- MOOD MUSIC PROGRAM: Full CD servicing to 500 wineries, restaurants and bookstores, Sept.-Nov.
- HEAR IT HERE PROGRAM: Featured artist for a Nov. CD servicing to 1500 lifestyle locations
- URBAN SAMPLER: Track on Concord Music Group CD sampler. 20,000 copies distributed at various concerts, festivals, etc.

### Merchandise:

COLOR POSTERS available for increased presence at retail;  
POSTCARDS for street team purposes.

### New Media:

EXTENSIVE INTERNET MARKETING CAMPAIGN will utilize primary and secondary music, entertainment and lifestyle sites to promote the CD via REVIEWS, CONTENT PLACEMENT, EDITORIALS, INTERVIEWS, LISTENING PARTIES and more.

### Top Sales Markets (in order):

WASHINGTON DC, NEW YORK, CHICAGO, LOS ANGELES,  
PHILADELPHIA, ATLANTA, DETROIT and BALTIMORE

### Home Market for Will Downing: NEW JERSEY

www.peakrecords.com 

Artist/Title: Will Downing / After Tonight

Street Date: Oct. 30, 2007

Order Due Date: Oct. 10, 2007

Notes:

Genre: R&B

Label: Peak Records

Box Lot: 30

Packaging: Jewel Case – 1 CD

Price Code: C18



CD-Selection #  
PKD-30221