



cherry lane
music publishing
company, inc.

FOR IMMEDIATE RELEASE

Cherry Lane Promoting Its Music in the Middle East

New York, NY, March 13, 2009: Cherry Lane Music Publishing Company, Inc. has signed a sub-publishing agreement with Fairwood/BKP Music (Arabia) fz-llc for representation in the Middle East region. Dubai-based Fairwood/BKP Music is an aggressive independent music publishing company and a joint venture between UAE based music production leader, BKP Music and the UK's Fairwood Music (International). In existence for more than 21 years, Fairwood Music has represented iconic artists such as U2, Cat Stevens, David Bowie and Bob Marley over the years. The deal exemplifies Cherry Lane's continued commitment to promoting its music in emerging markets.

In announcing the deal, Richard Stumpf, SVP of Creative Services and Marketing at Cherry Lane commented: "The Middle East is a growing area for large scale TV, film, and commercial production. Our alignment with Fairwood/BKP places our copyrights in a strong position to capitalize on the increased synchronization opportunities in this region."

Fairwood/BKP's Managing Director, Hussain Spek Yoosuf also commented "The Middle East is fast developing as a player in the world of music rights exploitation and we at Fairwood/BKP are proud to have been pioneering that path to ensure music publishers and songwriters see their just due. We're very excited to continue that trajectory with Cherry Lane's great wealth of songs, incredible artists and their world-class team."

The deal was negotiated by Mike Connelly, EVP of Business Development and Keith Hauprich, VP of Business Affairs for Cherry Lane and Hussain Spek Yoosuf, Managing Director for Fairwood/BKP Music (Arabia).

About Cherry Lane Music Publishing Company, Inc.

Cherry Lane, New York-based privately held music publisher founded in 1960 by renowned producer/arranger Milt Okun, oversees an extensive catalogue of legendary songs from Elvis Presley, John Denver, Quincy Jones and Ashford & Simpson, to more recent Billboard chart-toppers including the Black Eyed Peas, John Legend and Wolfmother. Known for its innovative copyright exploitation and administration, Cherry Lane has forged relationships with DreamWorks Pictures, DreamWorks Animation SKG, The Weinstein Company, Marvel Entertainment, Lakeshore Entertainment, Walden Media, E! Entertainment Television, Sanrio (Hello Kitty), NASCAR, Icon Productions, NFL Films, World Wrestling Entertainment, Professional Bull Riders, Pokémon USA, Inc. and 4Kids TV, to name a few. Learn more at cherrylane.com.

About Fairwood/BKP Music (Arabia) fz-llc

Fairwood/BKP Music (Arabia) is the leading music publishing operation in the Middle East and North Africa. Launched in January 2008, the company is a joint venture between Dubai-based BKP Music and UK music publisher, Fairwood Music (International).

Fairwood Music, a leading independent music publisher have represented a cross-section of the world's most successful and innovative artists over the years including Cat Stevens (Yusuf Islam), Bob Marley, Average White Band and David Bowie. With fully staffed offices placed in the most strategic territories around the globe, the company has amassed an incredible network over 21 years of experience.

BKP Music, the largest music and audio post-production operation in the Middle East, boasts 6 recording studios, 2 post-production suites and a branch office & studios in Abu Dhabi. The company's core clients include the leading advertising agencies in the Middle East and North Africa. BKP has won over 50 international awards for its work in film and advertising including 4 Lions at Cannes, 2 Clios and an Emmy Nomination and has worked on major regional campaigns including those by Emirates Airlines, Du, Ford, Nivea, Dubai International Film Festival and Pepsi.

Fairwood/BKP Music (Arabia) uses the complementing strengths of Fairwood and BKP to protect, exploit and collect what is due to music creators and their representatives from the use of their works in the Middle East and North Africa.

Fairwood/BKP represents some of the finest music in the world including the music publishing catalogues of: Universal Music Publishing Group, Cherry Lane, Fairwood Music (International), Stage 3 Music, Roy Orbison Music, Budde Music, Reverb Music, MCS, RZO (David Bowie) and Pollination Music.

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