

For Immediate Release:



FORMAN BROS. CONTINUES ITS RELATIONSHIP WITH THE RECORDING ACADEMY® TO HELP PROMOTE THE 53rd ANNUAL GRAMMY® AWARDS NOMINEES CD

LOS ANGELES (Oct. 15, 2010) – Forman Bros., a Los Angeles-based music marketing company, is pleased to continue its relationship with The Recording Academy®, producers of the 53rd Annual GRAMMY® Awards, airing live Sunday, Feb. 13, 2011, at 8 p.m. ET/PT on CBS. This marks the seventh year of the Forman Bros., Recording Academy relationship which will service cinemas with audio and video footage of this year’s GRAMMY Nominees CD.

“Our collaborative efforts in previous years for the GRAMMY Awards were simply fantastic,” said David Forman, Founder of Forman Bros. Holdings, Inc. “Not only did it bring increased attention to the GRAMMY Awards telecast and the music of GRAMMY nominees, but it also shined the spotlight on the ever-popular annual GRAMMY Nominees CD produced by Leslie Lewis. For 2011, in saluting the GRAMMYs’ 53rd year, we’re planning to top last year’s efforts.”

“Forman Bros. continues to play an important role in our GRAMMY promotional efforts,” said Evan Greene, Chief Marketing Officer of The Recording Academy. “We have enjoyed many years of successful collaboration, and expect this year to continue to deliver solid results for our yearly GRAMMY Awards telecast.”

Through its placement of music in thousands of movie theaters across the country, Forman Bros., with its in-theatre association, reaches hundreds of millions of consumers each year. With this exciting and innovative program, nominated artists’ music and videos will be featured the weeks leading up to the 53rd Annual GRAMMY Awards. Thanks to this program, nominees will be exposed to a sizable and meaningful audience during the months of January and February.

Music from the 53rd Annual GRAMMY Awards Nominees CD can be seen and heard in the top DMAs across the country through the in-theater GRAMMY program which will begin airing January 2011 and continue through February 2011.



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For additional press information, contact:

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Established in 1957, **The Recording Academy** is an organization of musicians, producers, engineers and recording professionals that is dedicated to improving the cultural condition and quality of life for music and its makers. Internationally known for the GRAMMY Awards — the preeminent peer-recognized award for musical excellence and the most credible brand in music — The Recording Academy is responsible for groundbreaking professional development, cultural enrichment, advocacy, education and human services programs. The Academy continues to focus on its mission of recognizing musical excellence, advocating for the well-being of music makers and ensuring music remains an indelible part of our culture. For more information about The Academy, please visit www.grammy.com. For breaking news and exclusive content, join the organization's social networks on Facebook (www.facebook.com/thegrammys), MySpace (www.myspace.com/thegrammys), Twitter (www.twitter.com/thegrammys), and YouTube (www.youtube.com/thegrammys).

About Forman Bros. Holdings, Inc.

Forman Bros. Marketing, a division of Forman Bros. Holdings Inc. provides strategic marketing and sales efforts thru theatre audio & video programs. Forman Bros. Holdings Inc. is premier International A&R company (Forman Bros. Recordings) and publishing house of, Parc & Laurier Music & Zelig Music. Forman Bros. is best known to international contemporaries and film/TV music supervisors for involvement with Eva Cassidy, Luciano Pavarotti, The 401, Mamontovas, Mudmen, Dreamhouse, London Bus Stop and many others. The company's International Neighboring Rights arm along with its worldwide associates have been extremely successful in recovering performance revenues owed artists and master owners in all countries that are signatory to the Rome Convention of 1961. Neighboring Rights artists include: Jimi Hendrix, Ray Charles, Al Jarreau, Jefferson Starship & Sweet Pea Atkinson. (**www.formanbros.com**)