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## **MOVIE TUNES PARTNERS WITH THE RECORDING ACADEMY® FOR THE 50th ANNUAL GRAMMY® AWARDS**

### ***Forman Bros. Aligns the Power of Hollywood and the Force of the Music Industry***

**LOS ANGELES** (November 20, 2007) – The Recording Academy®, producers of the 50th Annual GRAMMY® Awards, airing Feb. 10, 2008, at 8 ET/PT on CBS is pleased to continue its multi-year partnership with Movie Tunes/Forman Bros. Movie Tunes, a Los Angeles-based in-theater music company, will service cinemas across the country with audio and video footage of this year's GRAMMY-nominated artists. This marks the fourth year the partnership between The Recording Academy and Forman Bros./Movie Tunes.

“Our collaborative effort last year for the 49th Annual GRAMMY Awards was nothing less than amazing,” 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 GRAMMY Nominees CD. For 2008, in saluting GRAMMY’s 50th, we’re planning to top last year’s efforts”

“Our partnership with Movie Tunes & Forman Bros. Strategic Marketing is an ongoing and important part of our continually evolving yearly GRAMMY marketing campaign,” said Evan Greene, Chief Marketing Officer of The Recording Academy. “Based on our track record, we expect even greater success moving forward.”

Through its placement of music in thousands of movie theaters across the country, Movie Tunes reaches more than one billion consumers each year. In this exciting and innovative program, the music industry will be able to feature nominated artists' music and videos during the weeks surrounding the 50th Annual GRAMMY Awards, and now has the opportunity to expose nominees to a sizeable and meaningful audience during the months of January and February.

“David Forman and I are extremely excited about the opportunity to work with The Recording Academy,” says Joel Newman, Movie Tunes Executive Vice-President. “We’re looking forward to continuing a long and successful relationship.”

Movie Tunes' in-theater GRAMMY program will air at the beginning of January 2008 and continue through February 2008. Movie Tunes can be seen and heard in the top 200 DMAs across the country.

For additional press information, Contact:  
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**About The Recording Academy**

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. In its 50th year, 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](http://www.grammy.com).

**About Forman Bros. Holdings, Inc.**

Forman Bros. Strategic Marketing, a division of Forman Bros. Holdings Inc. Company principal, David Forman serves as a Sr VP & Executive Advisor at Movie Tunes, providing strategic marketing and sales efforts on all theatre and Varsity College video programs. Forman Bros. Holdings Inc. also consists of Forman Bros. Recordings & Zelig Music an International A&R company and publishing house - best known to international contemporaries and film/TV music supervisors for past and present involvement with Eva Cassidy, Al Jarreau, Mamontovas, Dreamhouse, London Bus Stop, Mudmen, Tommy James & The Shondells and the international marketing of Lionsgate movie soundtracks.

**About Movie Tunes LLC**

Movie Tunes having been in business for more than 15 years, is the world's largest in-theater music marketing and promotions company that dominates theatres in the Top 200 DMAs. Audio and On-Screen (big screen) programming reach over a billion moviegoers each year guaranteeing music exposure nationwide in markets such as New York, Los Angeles, Chicago, Boston, San Francisco, Detroit and Cleveland. In addition, its Varsity College Network in association with Forman Bros. Holdings, creates music VIDEO programming on over 281 U.S. College campuses reaching well over 15 million students monthly.