

FOR IMMEDIATE RELEASE

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City of Hope public service messages by Academy Award, Golden Globe, Image Award Winner – Lou Gossett Jr. and Joe Jonas of the pop superstar group The Jonas Bros. to air in 17,000 movie theatres. Forman Bros. renews support of City of Hope via public service announcements.

LOS ANGELES– This year, an estimated 1.4 million people will be diagnosed with cancer. Forman Bros. in association with DMI Music and Yes Dear Entertainment are helping to raise awareness of cancer research through a series of public service announcements (PSA) that will screen in over 17,000 movie theaters nationwide this, October & November (AMC, Regal, Cinemark, Laemmle, Angelika, Camera, Shady Brook Cinemas, etc.) as well as Radio City of Hope.

The spots will highlight the groundbreaking research and treatment programs of City of Hope, a leading research and treatment institution for cancer and other life-threatening illnesses, and are the result of a continued partnership between Forman Bros. Holdings, Inc., and City of Hope’s Music and Entertainment Industry campaign. The audio PSAs will air on screens in theaters across the country, including [Los Angeles, New York, Boston, Philadelphia, Atlanta, Chicago, Nashville, Dallas, San Francisco, Seattle] and on the City of Hope web site as well as Radio City Of Hope.

“City of Hope’s commitment to quickly move scientific discoveries into better treatments for patients is a message we are excited to share with the movie going audiences,” said Forman Bros. founder David Forman. “Our commitment these past 7 years to City of Hope is something most rewarding. We are extremely grateful for the tremendous support from Academy Award winner Lou Gossett Jr., Joe Jonas (The Jonas Bros.), Andy French (DMI Music), Mike Gormely (Yes, Dear Entertainment), Lori Lerner (Hollywood Records) and Forman Bros. VP Creative Mark Hill for helping bring this endeavor to fruition this year. We are all proud to join with the Music and Entertainment Industry this way.”

Inspired by the guiding humanitarian principles of City of Hope, and motivated by the institution's commitment to innovative medical research and quality patient care, a group of key industry executives founded the Music and Entertainment Industry chapter in 1973. In its 35 years of dedicated efforts, the chapter has grown to include all the major music labels such as Universal Music Group, Disney Music Group and Warner Bros. The industry has raised well over \$69 million through benefits, promotions and partnerships to support ongoing programs at City of Hope. For more information about City of Hope's Music and Entertainment Industry, please call 800-544-3541, ext. 26540, or visit www.cityofhope.org/music.

"Forman Bros. has been a tremendous partner in supporting City of Hope's vital research and treatment programs, which are saving lives every day," said Britta Bucholz, senior director of development, City of Hope. "We are truly grateful for their generous support."

About City of Hope

City of Hope is a leading research and treatment center for cancer, diabetes and other life-threatening diseases. Designated as a Comprehensive Cancer Center, the highest honor bestowed by the National Cancer Institute, and a founding member of the National Comprehensive Cancer Network, City of Hope's research and treatment protocols advance care throughout the nation. City of Hope is located in Duarte, Calif., just northeast of Los Angeles, and is ranked as one of "America's Best Hospitals" in cancer and urology by U.S. News & World Report. Founded in 1913, City of Hope is a pioneer in the fields of bone marrow transplantation and genetics. For more information, visit www.cityofhope.org.

About Forman Bros. Holdings, Inc.

Established in 1995 as an International A&R/Marketing company. It began international marketing and brokering deals for Luciano Pavarotti, Al Jarreau, Lionsgate soundtracks, Tommy James, L.A. Carpool & Mudmen. Additional marketing affiliations have included media partnership with GRAMMY® Awards. The company's International Neighboring Rights arm along with 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 (clients have included: Ray Charles, Jimi Hendrix, Jefferson Starship). Forman Bros. Recordings and Parc & Laurier publishing divisions rely heavily on its international associations and work closely with music supervisors in Film, TV and commercial placement. www.formanbros.com