

JOHNETTE NAPOLITANO SCARRED



HISTORY

She's down-to-earth, intelligent and political. She's the mistress of her own destiny --and she just plain rocks. Best known as the voice of Concrete Blonde, Johnette Napolitano is more than just a singer, she is an artist who constantly reinvents herself. She displays original work in L.A. galleries, and she has made music with a variety of artists, including The Talking Heads. Johnette also composes music for Television though she doesn't own one herself.

RADIO

- First Single, "Amazing" will be worked at AAA Radio, NPR, and Alternative Radio with an impact date of April 30th.

PRESS

- Comprehensive press plan targeting national music press, lifestyle, trade, publications & national and local TV, local and regional dailies, wire services and syndicated/satellite radio.

SALES

- 10% off early orders, 5% thereafter
- Artist is available to do day-of-show in-stores and promotional appearances in tour markets.
- Co-op programs, listening posts and ad campaigns will be set up in airplay markets.

SPRING/SUMMER NATIONAL TOUR

April 27th	San Francisco, CA	May 26th	Columbus, OH
April 29th	Eugene, OR	May 29th	Nashville, TN
May 1st	Portland, OR	May 31st	St. Louis, MO
May 3rd	Seattle, WA	June 2nd	Chicago, IL
May 16th	New York, NY	June 4th	Minneapolis, MN
May 18th	Boston, MA	June 14th	Santa Barbara, CA
May 20th	Philadelphia, PA	June 15th	San Diego, CA
May 22nd	Baltimore, MD	June 16th	Phoenix, AZ
May 24th	Pittsburgh, PA	June 18th	Denver, CO

NEW MEDIA

- Interactive websites:
<http://www.myspace.com/johnettenapolitano> • <http://johnettenapolitano.com>
- Editorial placement and contesting on key music, culture, and niche community sites
- Online advertising campaign targeting alternative lifestyle sites and music blogs.
- Online listening parties in Second Life and other virtual communities.
- Original content serviced to podcasters and bloggers.
- Awareness campaign on social music and networking sites including Myspace, last.fm, ilike and MOG.

TOOLS

- Value Adds, Ad Mats, Banner Ads, Tour Posters, Photos and Video content

TRACKS

Amazing
The Scientist
Scarred
Poem for the Native
My Diane
Just Like Time
Save Me
Like A Wave
Crazy Tonight
Everything For Everyone
All Tomorrow's Parties
I'm Up Here

TOP 10 TARGET MARKETS

LOS ANGELES, CA
NEW YORK, NY
SAN FRANCISCO, CA
SEATTLE, WA
PORTLAND, OR
CHICAGO, IL
BOSTON, MA
SAN DIEGO, CA
NEW ORLEANS, LA
MINNEAPOLIS, MN
PHILADELPHIA, PA



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Street Date: May 29th, 2007

Artist: Johnette Napolitano

Title: Scarred

Cat No: HY20052-2

Config: CD

UPC: 614992005228

Series: 1398

Box Lot: 30 Units

Genre: Rock/Pop



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