

# INVESTMENT OPPORTUNITY

Famous Records ... putting into motion the language of the world... Music!



## Executive Summary

Famous Records Corp., ("Famous Records") is a new type of Music Company that is poised to take advantage of emerging opportunities in the music industry.

Traditional industry business models for retailing and marketing recorded music are now being replaced by methods requiring delivery of music by multiple distribution streams and unconventional marketing approaches. Old line record companies (major labels) have become more like distributors by going for quick hits, and are generally abandoning the "long run" approach incorporating artist development, in-house production, and large commitments to retail-based marketing means. Major labels are essentially opting to "outsource" the artist development process and are seeking to reduce expenditures of capital and overhead.

Presently, the entertainment industry as a whole is being changed by entirely new trends and business models, which point towards:

- consolidation of artists' activities
- artist/consumer empowerment
- a combination of digital and physical distribution
- integrated marketing through exposure online and emerging technologies

By consistently applying the above formula, every creative element of the artist's persona can lead to opportunity for commercialization, thus expanding and diversifying the Company's potential revenue streams. Famous Records business goals will be achieved by expanding its revenue base. The new model calls for a multi-platform approach to exploiting the "brands" of the Company's artists. Famous Records is leading the way – the Famous Way! Famous Records plans to sign more artists to contracts in which the artist is brought into the process as part of the "team."

## **Proven and Committed Team**

Famous Records has an experienced team of managers and consultants with an average of approximately 40 years of entertainment and business experience. Jeffrey Collins, age 75, serves as the Company's President. Mr. Collins has over 60 years working in various divisions of the music industry. He began his career in the United Kingdom where he owned a chain of record stores, a wholesale distribution company and a record label.

### **Bio of Jeffrey Collins, C.E.O. & President of Famous Records Corp.,**

After Graduating in 1967 from the Leeds College of Commerce and finally earning his degree at London University in Music & Economics. Jeffrey first worked as a supervisor for a chain of electronic stores setting up their Record Departments.

Following stints running an Agency that booked well known acts of that era such as The Beatles, Led Zeppelin, Joe Cocker, The Moody Blues, Lonnie Donegan and Dusty Springfield and managing soul singer Donnie Elbert and the Warren Davis Monday Band, Jeffrey began building a business that consisted of a chain of retail record stores and a wholesale distribution company throughout the 1970's & early 80's. He also began producing recording artists and developed his first record labels: ECHO RECORDS & VISTA SOUNDS. This vocation brought him together with more internationally known artists & producers, not only in Europe but also in the USA, where, in 1985 he set up an office & recording studio in Englewood, New Jersey.

From this base he was able to successfully work with the likes of: KRS-ONE, BOOGIE DOWN PRODUCTIONS, FATHER MC, THE GRAVEDIGGAZ, BRENDA K. STARR, COLONEL ABRAMS, READY FOR THE WORLD, CHILL ROB G., SUNZ OF MAN, POSITIVE K., ADINA HOWARD and hosts of other artists that obtained "major label recording deals" with MCA, JIVE, KOCH, and others.

FAMOUS RECORDS has already released almost 300 singles, EP's & Albums ...worldwide over the past 7yrs... in all genres of music, R&B, Dance, Gospel, Rock, Hip Hop, Country & Pop. Currently, Jeffrey Collins is concentrating his efforts in helping young & up and coming artists release & promote their music... and is currently looking for a true investor in his company to enable him to take it to the next level. **Jeffrey Collins personally owns thousands of recordings that he also wishes to release digitally through his distribution Agreement which will help to increase the amount of royalties that Famous Records earn.**

## **Investment Strategy**

Famous Records is looking for an equity investment of \$1,000,000. Increasing funding to the \$2- to \$3-million dollar range would allow the Company to acquire established record and entertainment-marketing companies; publishing companies or master/music publishing catalogues (a collection of record masters/songs) as well as expedite the technology development which would boost the projections. However, Famous Records would certainly begin to show profits with as little as \$250,000 or \$500,000 investments.

## **Contact**

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