



BIG3 RECORDS TO LAUNCH SINGER/SONGWRITER RACHEL FARRIS DEBUT ALBUM
"SOAK" ON **LIDROCK**; A NEW FORM OF MUSIC DELIVERY

FORMAT GUARANTEED TO PUT 4 MILLION FARRIS SONGS AND MUSIC
VIDEOS DIRECTLY INTO CONSUMERS HANDS

Launch set for June 27th in Regal Cinemas, United Artists Theatres, Edwards Theatres, and select Hoyts Cinemas, followed by Universal Theme Parks

Los Angeles--Big3 Records debut female solo artist Rachel Farris will launch her new album "Soak," using a very innovative launch campaign and a brand new form of music delivery, **LidRock**. LidRock is a mini enhanced CD which contains two tracks from Farris' album which will be given out free to over 3 million consumers affixed to the lids of the fountain drinks purchased when attending Regal Cinemas, United Artists Theatres, Edwards Theatres and select Hoyts Cinemas during the peak movie going month of July.

This unique marketing platform will be supported with an extensive in-theater promotion program. The campaign kicked off May 30th with a 3:15 second video playing on over 2500 movie theater screens and in lobby video walls featuring excerpts from Farris' new video and special live footage. The video runs through the end of July reaching over 25 million movie attendees.

In addition to movie theaters, Rachel Farris LidRock will also be given out on over 700,000 drinks purchased at Universal Theme Parks in Los Angeles and Farris' hometown of Orlando. Farris' video will also appear on CityWalk video screens while music from the album will be played on Universal Theme Parks sound systems.

The Rachel Farris LidRock is an enhanced CD-ROM. The two singles "I'm Not The Girl," and "Soak" can be played in a CD player. Additionally consumers can put the CD in their computer and get additional unique content about Farris and a link to her website www.rachelsmusic.com. From the CD-ROM, consumers can also enter a chance to win VIP trips to Universal Theme Parks and to the Hollywood premiere of "Stuck On You" starring Matt Damon and Greg Kinnear, scheduled for a December release by 20th Century Fox.

Big3 Chairman Bill Edwards stated, "The goal of the Rachel Farris LidRock campaign is simple, it's to break through the clutter of other music out there and get Rachel's music directly into the hands of the youthful, record buying consumers who actively go to movies and theme parks during the summer. We feel like the video that has been created to help market her is right in line with what kids are seeing and responding to on major video channels like MTV and VH-1 which are translating into record sales." When asked to sum up Big3's involvement, COO David Leach bottom-lined it. "In this day and age of majors, how does an independent step in front of the line? LidRock is how! We get to be innovators and lead the way with a new tool in the delivery of music. Everybody benefits from the step Big3 is taking."

A native of Orlando, Florida, Rachel Farris has been playing piano since age 6 and began writing music before she was in her teens. Now 26, Rachel was inspired by a wide variety of artists including the Bee Gees, Simon and Garfunkel, The Cranberries and Alanis Morissette. She describes her debut CD as a collection of pop-rock classics that are the "scrapbook of her life." LidRock is being introduced by an Atlanta based media and entertainment company, The Convex Group.

Big3 Records, headquartered in St. Petersburg, FL, is a dynamic independent record label that develops, records, and markets both new and established musical artists. Big3 is a full service record label offering state-of-the-art studio equipment, high-quality producers, writers, engineers, managers and tour production.