



Your Music. Your Choice.™

Music Choice Declassified: God Forbid



Overview

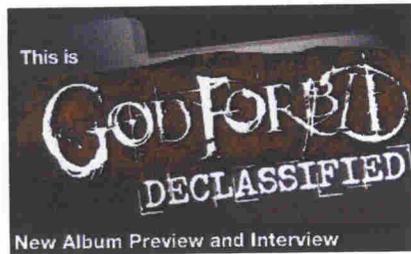
Music Choice Declassified: God Forbid was developed to extend promotion for God Forbid and drive CD sales of their new release *IV: Constitution of Treason*.

Music Choice Declassified is an original program that airs on the Music Choice Metal channel on our national audio service currently available in over 26 million digital cable households. This program featured the new album, played in its entirety, along with commentary segments from the band in between each song. This show aired from September 13th through September 20th (one week), prior to the albums in store date. On screen ad panels ran for one week prior to the airing of the program to promote tune in to Declassified. In addition, ad panels were run throughout the program promoting the new albums and in store date. In total, there were 540 on screen ads promoting tune in to the Declassified show between 9/6/05 and 9/20/05. During the same time frame, there was also 820 ads promoting the release of the new album. Please see examples of the ads below.

Declassified – National Audio Service (26M Homes)



Tune-in Ad Panel
Panel



Program Ad Panel

Album Ad

Record Sales:

Soundscan's market analysis shows that there was a significant impact on the bands first week album sales for *IV: Constitution of Treason*. This program helped to generate the highest first week sales for God Forbid to date. Below you will see a breakdown in the sales from week to week:

<u>DATES</u>	<u>Album</u>	<u>DECLASSIFIED</u>	<u>SALES</u>
9/13/05 – 9/20/05	<i>IV: Constitution of Treason</i>	SHOW AIRS ONCE DAILY FOR 8 DAYS	X
9/25/05	<i>IV: Constitution of Treason</i>	X	8,186

<u>DATE</u>	<u>Album</u>	<u>DECLASSIFIED</u>	<u>SALES</u>
2/29/04	<i>Gone Forever</i>	X	2,816

<u>DATE</u>	<u>Album</u>	<u>DECLASSIFIED</u>	<u>SALES</u>
12/21/03	<i>Better Days</i>	X	229

<u>DATE</u>	<u>Album</u>	<u>DECLASSIFIED</u>	<u>SALES</u>
4/22/01	<i>Determination</i>	X	442

Viewer Comments:

Attached are a few viewer responses that were posted under the comments section in God Forbid's My Space Page. It clearly shows that fans of the band definitely tuned in and made it known how much they loved the show and new album.

KURT



Sep 9, 2005 5:07 PM

ATTENTION ALL GOD FORBID FANS!!!

If you want a sneak preview of the entire new album, tune in to the MUSIC CHOICE METAL channel during one of the following times (all times listed are EST):

Tue: 9/13 4pm
Wed: 9/14 8pm
Thu: 9/15 11pm
Fri: 9/16 6pm
Sat: 9/17 2am
Sun: 9/18 12am
Mon: 9/19 9pm
Tue: 9/20 1pm

Craig



9/19/2005 6:58:00 PM

Just heard most the new album on Music Choice, great work guys. I'll be picking up the album the day it comes out, tomorrow! I'll see u October 30th. C ya

Danny



Sep 18, 2005 8:51 AM

THE NEW ALBUM IS FUCKING AMAZING!!! music choice is really showing you dudes some respect! end of the world is sick and doc's pops rips the piano... keep it up and see yas in philly!

MFM



Sep 16, 2005 6:06 PM

Jesus, I've been watching Music Choice for hours trying to catch The Absence... and it's been non-stop God Forbid. Nice. Very nice. :D

Have a great show tonight. Sorry I missed seeing you guys by 1 day. The show at CBGB's went well.

See you in OCT.!! It's gonna be silly.

Sean



Sep 15, 2005 11:03 PM

I'm watching and listening to *God Forbid: Declassified* on Music Choice Metal right now! You guys fucking rock!

<p>X=Shut Up</p> 	<p>Sep 13, 2005 4:54 PM</p> <p>I listened to your album on the Direct tv music choice thing, it kicks ass, just thought id let you know</p>

Conclusion:

As we extend our promotions beyond our national audio service, and on to other platforms such as Video On-Demand and Broadband, there are countless ways in which we can make an impact on future album sales. We look forward for the opportunity to work with other Century Media artists again in the near future.