

PROVINYL

September, 7th 2007

Dear Friends & Partners,

On August, 24th the first roundtable of Germany's leading vinyl distributors took place in Offenbach. The meeting's main topic was to discuss how to support and strengthen the vinyl format in a rapidly changing market. Under the "PRO VINYL" banner, our long term aim is to exchange opinions and share experiences between our businesses. Our goal is to forge a strong alliance of distributors, labels, record shops, artists and clubs that can participate in providing extensive and productive solutions concerning the handling of vinyl. The increasing indifference and insecurity in the release politics of many labels, especially the ongoing trend of digital pre-releases often several weeks ahead of the physical format release dates and the vast and precocious digital promotion has lead to a growing discrimination of vinyl DJ's, dealers and stores. The attending distribution companies Neuton, Intergroove, Wordandsound, Groove Attack and Kompakt agreed on working out a uniform guideline with their labels pertaining future physical format releases starting as follows.

All commercial digital format releases need be released to online retailers two weeks following the scheduled release date of all vinyl product.

We anticipate a varied response from our labels that eventually will move towards an unified agreement that positively accomplishes solutions for issues at hand.

At this point, we'd like to underline that this is not an "anti mp3" campaign. We solely intend to give the traditional vinyl format a fairer and better standing as opposed to its digital counterpart. We aim at a mutually re-designed release policy that reflects and supports the new realities in this market.

The first step is to unite as many international distributors and dealers as possible, the second step will be sending out a letter that explains our common decision to the labels. We intend on making an announcement to said labels a few days prior to Popkomm (19-21 September).

Any company that wishes to join the PRO VINYL alliance is very welcome. By sending over your company's firm logo and letter of support to us by September, 15th you express your support and will be added to the list of participants. As you can imagine, many other issues were discussed at this roundtable but we feel that this initial major step will be a good starting point.

We're looking forward to hearing back from you!

Neuton, Intergroove, Wordandsound, Groove Attack, Kompakt