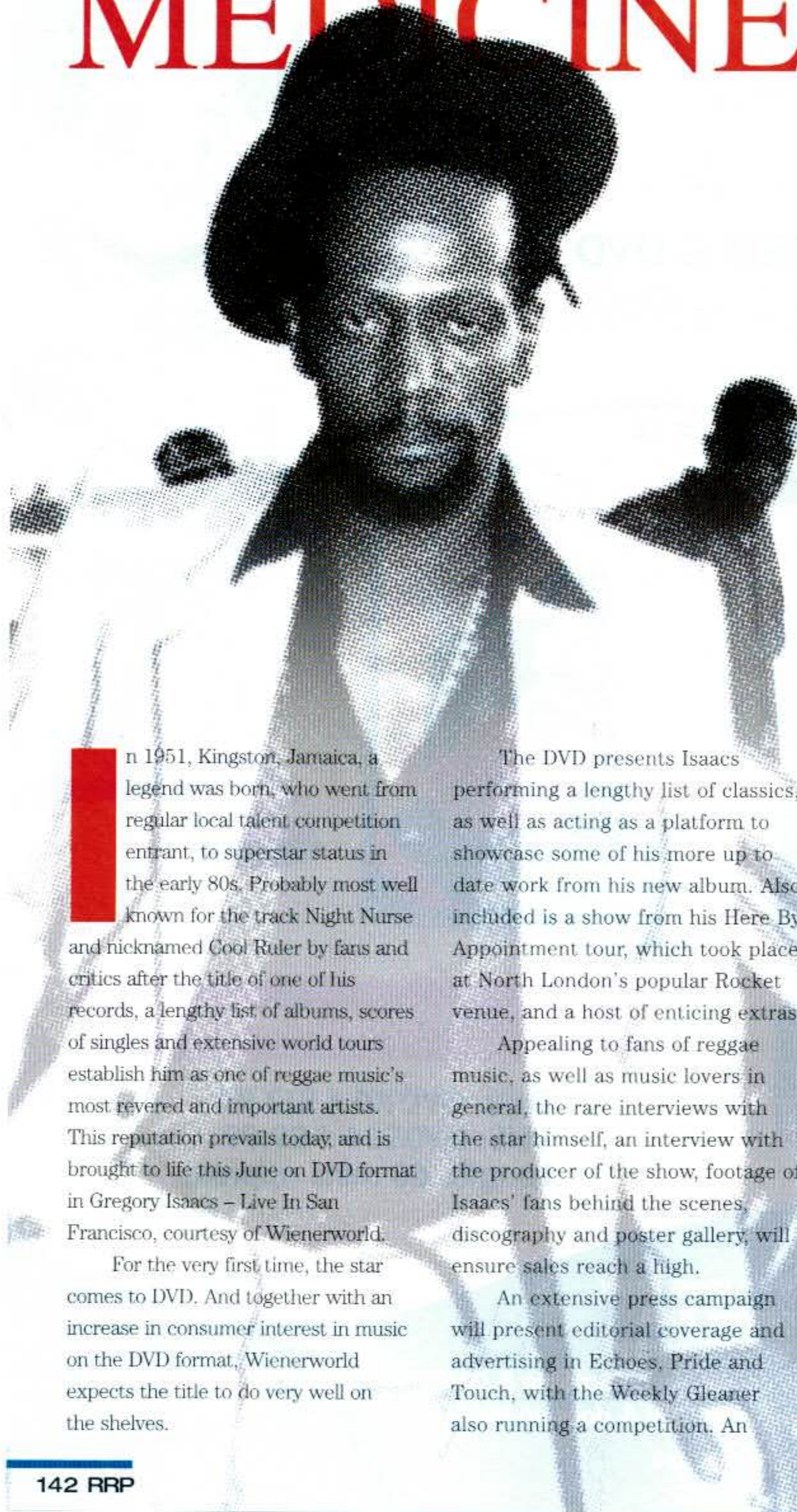


MEDICINE MAN



With a career spanning three years and legions of loyal fans worldwide, Gregory Isaacs ranks as one of the true superstars of reggae music. Wienerworld brings the legend onto DVD for the first time this June, to the delight of all reggae fans and anyone with an ear for quality music...

In 1951, Kingston, Jamaica, a legend was born, who went from regular local talent competition entrant, to superstar status in the early 80s. Probably most well known for the track Night Nurse and nicknamed Cool Ruler by fans and critics after the title of one of his records, a lengthy list of albums, scores of singles and extensive world tours establish him as one of reggae music's most revered and important artists. This reputation prevails today, and is brought to life this June on DVD format in Gregory Isaacs - Live In San Francisco, courtesy of Wienerworld.

For the very first time, the star comes to DVD. And together with an increase in consumer interest in music on the DVD format, Wienerworld expects the title to do very well on the shelves.

The DVD presents Isaacs performing a lengthy list of classics, as well as acting as a platform to showcase some of his more up to date work from his new album. Also included is a show from his Here By Appointment tour, which took place at North London's popular Rocket venue, and a host of enticing extras.

Appealing to fans of reggae music, as well as music lovers in general, the rare interviews with the star himself, an interview with the producer of the show, footage of Isaacs' fans behind the scenes, discography and poster gallery, will ensure sales reach a high.

An extensive press campaign will present editorial coverage and advertising in Echoes, Pride and Touch, with the Weekly Gleaner also running a competition. An

indepth PR campaign will also take place. ■■■■■

In Context...

Appealing to a broad range of music fans, this popular artist's debut appearance on DVD is sure to be a success

Product Details

Title: Gregory Isaacs - Live In San Francisco DVD
Supplier: Wienerworld
Release Date: June 28
RRP: £15.99
DP: £10.89
Cat No: WNRD2237

