

ROAD OF LIFE RIDDIM

Produced by Born Free

BIO/ARTIST PROFILE

Born Free's Road of Life riddim is covered by some fantastic reggae artists where each contributes their own sound and message on this concept double-album. Road of Life Riddim Volume 1 features Ky-Mani Marley, Mamadee, Rebellion the Recaller, Fyakin, Ordinary Childhood, Derajah, Ramus, Zilion, Hurricane, Raymond Wright, Marvin Brown, Cen'C Love, Naptali, and Born Free. Road of Life Riddim Volume 2 features Lee "Scratch" Perry, Gentleman, Tamika, Andrew Tosh, Mamadee, Kehv, Naptali, Zoe, Ky-Enie, Sheldon Senoir, Damas, Peter Lloyd, Ras D, Timmi Burrell, Rebellion the Recaller, and Born Free.

BUY! HERE'S WHY!

- An outstanding collection of Reggae artists, each with their own positive lyrics and sound
- Double-album consumer value
- Appeals to Reggae fans everywhere

RETAIL

- Merchandising Tools
- MVD Audio (800-888-0486 voice/
(610-650-9102 fax/MVDb2b.com)

RADIO

- Servicing to Internet, College, World/Reggae & Non-Commercial
- Born Free Marketing (info@bornfreerecords.com)

PUBLICITY

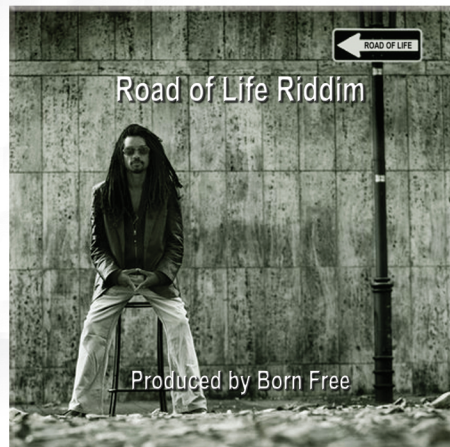
- CD Reviews and features in key music publications including Trade Magazines, Dailies, and Weeklies
- Internet & social media marketing
- Born Free Marketing (info@bornfreerecords.com)

LABEL SUPPORT / INFO

- MEGAWAVE (734-260-6950 cell/517-371-4444 voice/
517-371-4445 fax/info@MEGAWAVEmusic.com/
www.MEGAWAVEmusic.com)

HOMETOWN

- Jamaica & Around the World



Volume 1

1. Blood A Run - Born Free, 3:24
2. Africa Is Calling - Mamadee & Ky-Mani Marley, 3:21
3. Road of Life - Rebellion the Recaller & Mamadee, 3:24
4. Mamma - Fyakin, 3:02
5. Revelations - Ordinary Childhood & Mamadee, 3:24
6. What Will U Do - Derajah & Ramus, 3:24
7. No Stress - Zilion, 3:24
8. The Voice - Hurricane, 3:27
9. Like It Is - Raymond Wright, 3:24
10. Dat Cyaah Rite - Marvin Brown, 4:33
11. Never Lef Mi Out - Cen'C Love, 3:24
12. This World - Naptali, 3:24

Volume 2

1. Pure Love - Peter Lloyd & Mamadee, 3:24
2. Live Free - Sheldon Senior, 3:24
3. Love Has Found Its Way - Gentleman & Tamika, 3:24
4. Tomorrow - Kehv, 3:24
5. Real African - Andrew Tosh, Mamadee & Tamika, 3:25
6. Out Deh - Damas, 3:12
7. For the Love of Jah - Naptali, Zoe & Born Free, 3:24
8. Sufferation - Ras D, 3:25
9. Nah Complain - Ky-Enie, Mamadee & Tamika, 3:24
10. Believe In the Father - Timmi Burrell, 3:24
11. Forgiveness - Lee Scratch Perry, 3:25
12. Road of Life (Bonus Track) - Rebellion the Recaller & Mamadee, 3:24

Total Duration 42:01 + 41:05

MARKETING OVERVIEW

Print and electronic media will be serviced to solicit album reviews to coincide with product release, with additional follow-up to reggae and world music specialists. Digital singles, EP's, and Internet and social media promotional campaign will precede physical and digital album release.

MVDaudio

A DIVISION OF MVD ENTERTAINMENT GROUP

SRLP \$15.95

Prebook Date

Box Lot 30, Discounts Available

August 7, 2012

RELEASE DATE: September 11, 2012

ARTIST/ALBUM		COMPACT DISC (Digipak)
Various Artists/ "ROAD OF LIFE RIDDIM"		CATALOG #: BF0022
	FILE UNDER: Reggae	 6 03408 40022 1