

LEE "SCRATCH" PERRY MASTER PIECE

BIO/ARTIST PROFILE

Master Piece is a full-length album with new material based on the ground-breaking 2010 EP from renowned dub-reggae pioneer, Lee "Scratch" Perry. Produced by Born Free and The Next Room, the album features ten tracks that have impressed critics, employing some of the techniques of the Mad Professor but with a distinctly original, updated sound with elements of lounge-dub and deep trance. "... Perry shows himself to be a true doctor of the soul, whose music is meant to heal and give hope to the spiritually lost.... And by some force, it seems as though Perry is in a constant state of inspiration... It seems clear that to Perry music and poetry is an expression as well as an affirmation of the divine."

BUY! HERE'S WHY!

- An outstanding collection of originals by a living legend
- Updated sound - Digital, CD & Vinyl
- Radio and tour support
- A loyal fan base

RETAIL

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

RADIO

- Servicing to College, World/Reggae & Non-Commercial
- New World'n Jazz (510-705-1660 voice/510-705-1698 fax/
newworldjz@aol.com)

PUBLICITY

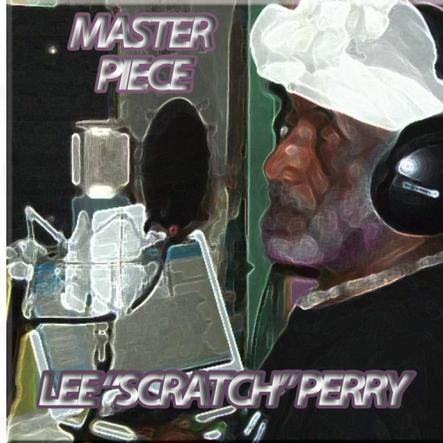
- CD Reviews and features in key music publications including Trade Magazines, Dailies, and Weeklies
- Internet marketing
- Clint Weiler (610-650-8200 Ext. 115 voice/
clint@mvd2b.com)

LABEL SUPPORT / INFO

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

HOMETOWN

- Kingston, Jamaica & Zurich, Switzerland



Master Piece CD

1. Soul Man, 4:11
 2. Master Piece, 3:16
 3. Medusa Dub, 11:45
 4. Mr. Upsetter (Dancehall Fusion Mix), 4:27
 5. Mr. Upsetter, 4:19
 6. Mr. Upsetter (Funky Mix), 3:41
 7. Mr. Upsetter (Pop Mix), 3:16
 8. Forgiveness, 5:08
 9. Forgiveness (Road of Life Riddim), 3:25
 10. Soul Man (Reprise), 2:24
- TOTAL PLAYING TIME 51:41

Master Piece Vinyl LP + Digital Download

- Side 1: 1. Soul Man, 4:11
2. Medusa Dub, 11:45
3. Mr Upsetter (Pop Mix), 3:16
- Side 2: 1. Mr. Upsetter (Dancehall Fusion Mix), 4:27
2. Mr. Upsetter, 4:19
3. Mr. Upsetter (Funky Mix), 3:41
4. Forgiveness, 5:08
5. Forgiveness (Road of Life Riddim), 3:25
- TOTAL PLAYING TIME 19:16 + 21:08

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 single and an Internet and radio promotional campaign will precede physical and digital album release. These campaigns will also coincide with Lee Perry's U.S. tour. Continued radio and retail support will follow release.

MVDaudio

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CD SRLP \$9.95

Box Lot 30

Vinyl LP SRLP \$19.95

Discounts Available

Prebook Date: August 7, 2012

RELEASE DATE: September 11, 2012

COMPACT DISC (Digipak)
Lee "Scratch" Perry
MASTER PIECE
CATALOG #: BF0042



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FILE UNDER: Reggae (Dub)

Vinyl LP + Digital Download
Lee "Scratch" Perry
MASTER PIECE - Special Edition
CATALOG #: BF0041



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