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MOVIE TUNES and FORMAN BROS. PARTNERS WITH THE RECORDING ACADEMY® FOR THE 49th ANNUAL GRAMMY® AWARDS

Forman Bros. Strategic Marketing Aligns the Power of Hollywood and the Force of the Music Industry

LOS ANGELES (November 7, 2006) – Forman Bros. Strategic Marketing (division of Forman Bros. Holdings, Inc.) is pleased to announce its partnership with The Recording Academy®, producers of Music's Biggest Night, in saluting the 49th Annual GRAMMY® Awards airing Feb. 11, 2007, at 8 ET/PT on CBS. Movie Tunes, a Los Angeles-based in-theater music company, will service cinemas across the country with audio and video footage of this year's nominated artists. This marks the third year The Recording Academy has partnered with Forman Bros./Movie Tunes.

"Our collaborative effort last year for the 48th Annual GRAMMY Awards was nothing less than amazing," said David Forman, Founder of Forman Bros. Holdings, Inc. "Not only did it bring more attention to the Awards show and its nominees, but it also shined the spotlight on the ever-popular GRAMMY Nominees CD. This year we're planning to top last year's efforts"

"Our partnership with Movie Tunes & Forman Bros. Strategic Marketing was an important component in our overall marketing efforts for the 48th Annual GRAMMY Awards telecast in 2006," said Evan Greene, Chief Marketing Officer of The Recording Academy. "We look forward to achieving even stronger results together in the coming years."

Through its placement of music in thousands of movie theaters across the country, Movie Tunes reaches more than one billion consumers each year. In this exciting and innovative program, the music industry will be able to feature nominated artists' music and videos during the weeks surrounding the 49th Annual GRAMMY Awards, and now has the opportunity to expose nominees to a sizable and meaningful audience during the months of January and February.

"We are extremely excited about the opportunity to work with The Recording Academy," says Joel Newman, Movie Tunes Executive Vice-President. "We're looking forward to continuing a long and successful relationship."

Movie Tunes' in-theater GRAMMY program will air at the beginning of January 2007 and continue through February 2007. Movie Tunes can be seen and heard in the top 200 DMAs across the country.