



TAYLOR HICKS

THE AMERICAN IDOL OF 2006!

The Much Anticipated Debut Album.

In Stores December 5, 2006

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TAYLOR HICKS' ALBUM WILL HIT STORES TUESDAY, DECEMBER 5th ON THE BACK OF A FULLY INTEGRATED MARKETING CAMPAIGN:

- TAYLOR HEADLINED THE SOLD-OUT NATIONAL AMERICAN IDOL TOUR!
- STELLAR TOP-DRAWER TELEVISION PERFORMANCES CONFIRMED FOR RELEASE THROUGH CHRISTMAS:

- ACCESS HOLLYWOOD
- BILLBOARD AWARDS
- CNN SHOWBIZ
- DATELINE
- E!
- ENTERTAINMENT TONIGHT
- EXTRA
- DAVID LETTERMAN
- MACY'S THANKSGIVING DAY
- NBC CHRISTMAS TREE LIGHTING
- MARTHA STEWART
- MTV: TRL
- NICKELODEON
- OPRAH
- REGIS & KELLY
- THE TODAY SHOW
- THE TONIGHT SHOW
- THE VIEW
- TNT CHRISTMAS IN WASHINGTON

- A MAJOR MEDIA CAMPAIGN BLITZ
 - PRINT ADVERTISING IN KEY PUBLICATIONS PLUS TOP TEN MARKET NEWSPAPERS (INCLUDING NEW YORK TIMES, LOS ANGELES TIMES, USA TODAY)
 - TV ADVERTISING AROUND ALL NATIONAL INTERVIEW AND PERFORMANCE APPEARANCES
 - OUTDOOR ADVERTISING CAMPAIGN IN TOP 10 MARKETS, INCLUDING SNIPING
- AGGRESSIVE NATIONWIDE "WIN IT BEFORE YOU CAN BUY IT" RADIO PROMOTIONS AND ADVERTISING



*album art not final

- A FULLY INTEGRATED INTERNET PROMOTION CAMPAIGN WITH ALL MAJOR ONLINE PORTALS, OVER 100 MILLION IMPRESSIONS WILL BE GENERATED ACROSS A WIDE VARIETY OF PLATFORMS PRIOR TO ALBUM LAUNCH TO DRIVE AWARENESS
- EXPOSURE IN NON-TRADITIONAL OUTLETS AND ENVIRONMENTS
- A-LEVEL SUPERSTAR RETAIL CAMPAIGNS WITH MAJOR VISIBILITY
- MAJOR NATIONAL SPONSORSHIP AND ENDORSEMENTS, INCLUDING:
 - Ford Automobiles
- MAJOR IN-STORE VISIBILITY INCLUDES COMING SOON CLING, RETAIL BOARDS, STAND UP BIN, BINCARD/TENTCARD, POSTER/FLAT, POSTCARDS, LIGHTBOXES

Album Title: TBD
Release Date: 12/5/06
File Under: Pop

NOTES:

SLP: \$18.98



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www.taylorhicks.com
www.arista.com

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