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FOR IMMEDIATE RELEASE

KIDZ BOP 7 MAKES HISTORY WITH CHART DEBUT

*LATEST RELEASE FROM BEST-SELLING CHILDREN'S MUSIC SERIES
DEBUTS AT #7 ON BILLBOARD TOP 200 CHART*

Kidz Bop brand on hot streak following Fisher-Price announcement

(New York, NY) – Razor & Tie is pleased to announce that **Kidz Bop 7**, the latest volume from the best-selling children's music series has debuted at #7 on the Billboard Top 200 chart, with sales of 73,502 making it the highest chart entry in the label's history. Like all previous Kidz Bop® titles, *Kidz Bop 7* also debuts at #1 on Billboard's Children's Current and Children's Overall charts.

"We are ecstatic about hitting the Top 10 with *Kidz Bop 7*," commented Razor & Tie co-founders and co-owners Craig Balsam and Cliff Chenfeld. "It's all the more satisfying that we've created a CD that parents feel good about buying for their children. The series keeps getting better and better and consumers are really taking notice."

Like its predecessors, *Kidz Bop 7* (street date February 22, 2005) features hit songs *sung by kids for kids™* - this time with kid-friendly™ versions of "Pieces of Me," "Let's Get It Started," "Dare You To Move," "1985," "Float On," and more.

On February 21st, Razor & Tie announced a licensing agreement with Fisher-Price®, the number one infant and preschool toy company in the world and a subsidiary of Mattel, Inc. (NYSE:MAT), to utilize popular Kidz Bop® songs in the new Fisher-Price® Star Station™. This groundbreaking sing-along toy allows preschoolers to see and hear themselves perform on their very own TV sets. This agreement marks Razor & Tie's first foray into the toy aisle.

Next up for the popular series is *Los Kidz Bop*, the first release in the series created specifically for the US Spanish-speaking audience. Dedicated to its efforts in kid audio, Razor & Tie is expanding its children's entertainment division and recently entered in to an exclusive deal to distribute children's music star Laurie Berkner's award-winning children's audio releases.

Since their introduction in 2001, *Kidz Bop* titles have sold over 4.5 million copies with five gold albums to date, and have become one of the best known brands in kid's music. It's no wonder that Billboard Magazine has named the Kidz Bop Kids the #1 Kid Audio Artist for the last three years, with one chart-topping release after another and record-breaking debuts.

With such enormous demand created upon street date normally reserved for the top pop and hip-hop artists, the Wall Street Journal reported, "[*Kidz Bop*] has vaulted out of the kiddie category to a Billboard list better known as home to such singers as 50 Cent and Norah Jones."

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www.kidzbop.com
www.musicpacekids.com

Video footage of the Kidz Bop Kids and cover art available now.

For further information, please contact the Razor & Tie Media Relations Department:
Amy Welch, 212-598-2202, awelch@razorandtie.com or Stephanie Morse, 212-598-2212,
smorse@razorandtie.com

