

FOR IMMEDIATE RELEASE
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***KIDZ BOP 4, THE NEWEST VOLUME OF THE BEST SELLING CHILDREN'S
MUSIC SERIES, ENTERS THE BILLBOARD "TOP 200" CHART AT #14***

*Highest Chart Entry For Independent Label Razor & Tie
Highest Chart Entry For A Non-Soundtrack Children's Title In The History Of
The Billboard "Top 200"*

Kidz Bop 4, the newest album in Razor & Tie's best-selling *Kidz Bop Kids* children's music series, has become the highest charting album in the company's history debuting at #14* on *Billboard's* "Top 200" chart with 40,973 albums scanned in its first week. This charting record supersedes the *Kidz Bop 3* title entry in March of this year which entered the Billboard "Top 200" at #17*. This album also makes music industry history as the highest charting non-soundtrack children's title to enter the *Billboard* "Top 200."

Razor & Tie is also on the Billboard "Top 200" chart with *Deja Entendu*, the fast rising new album from rockers **Brand New** which holds the #94 slot and *Kidz Bop 3* which comes in at #127 and has been on the "Top 200" chart for 25 weeks since its release.

Razor & Tie's *Kidz Bop* series has dominated the "Top Children's Audio Chart" for over two years, and this week *Kidz Bop* titles *Kidz Bop 4*, *Kidz Bop 3* and *Kidz Bop 2 and 1* hold 4 positions on *Billboard's* "Top Children's Overall Chart," #1, #3, #6, and #9, respectively.

New York-based Razor & Tie has become one of the fastest growing independent entertainment companies in the United States, successfully selling audio and video products through traditional retail distribution, direct response television advertising and smart, e-commerce based websites. Founded by co-owners Cliff Chenfeld and Craig Balsam, Razor & Tie, a vertically-integrated company, encompasses a record label, a home video company, an in-house media buying service, major label distribution, an experienced marketing, promotion and sales team, a direct marketing operation and a growing database of entertainment consumers.

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