

FOR IMMEDIATE RELEASE

**RAZOR & TIE INKS RISING KIDS MUSIC STAR
LAURIE BERKNER**

(New York) - October 18, 2004 – Razor & Tie announces today an exclusive deal with kid's music star **Laurie Berkner** for the production and distribution of her catalog of award-winning children's audio releases. Laurie's four current music CD's will be available through Razor & Tie on October 26, 2004.

Laurie Berkner is a critically acclaimed singer/songwriter and guitarist who has appeared on "The Today Show", performed at The White House and whose CD's have won multiple awards, including a N.A.P.P.A. Gold Award, a Parents' Choice Silver Honor Award, and a Parent's Guide to Children's Media Award among many others. The titles include Whaddaya Think Of That?, Buzz Buzz, Victor Vito, and Under A Shady Tree. She is currently the only solo children's star currently charting on Billboard's kids music chart.

Laurie made her debut this past spring on the Noggin TV channel (Nickelodeon's educational, commercial-free sister station) with a series of six musical interstitials airing throughout the day's programming as part of the network's "Move To The Music" series.

"Laurie is truly one of the biggest success stories in kids' music today and we're excited about her decision to come to Razor & Tie," commented Cliff Chenfeld and Craig Balsam, co-founders Razor & Tie. "With the success we've had with Kidz Bop and now having the opportunity to work with someone of Laurie's caliber, we're looking forward to being a bigger player in the kids entertainment world and working with Laurie's incredible music in the future."

"I'm really excited about having Razor & Tie handle the production and distribution of my CDs," comments Berkner. "I look forward to beginning a partnership with them that helps expand the ways in which people have access to my music. I have faith that they'll do a great job, and that this represents a positive step forward in my career."

Razor & Tie is responsible for the multi-platinum *Kidz Bop Kids* CD series, the best known brand in kids' music. Razor & Tie was awarded Billboard Magazine's #2 Top Kid Audio Label of 2002 and 2003 and the CD's garnered the #1 kids album of 2002 and #1 children's album of 2003. The current title in the series is *Kidz Bop 6* which has been #1 on the Billboard Children's Audio chart since its release eight weeks ago.

ABOUT RAZOR & TIE:

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 with major label distribution, a home video company, a media buying company, an experienced marketing, promotion and sales team, a direct marketing operation and a growing database of entertainment consumers.

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

For further information about Laurie Berkner, please contact Sarah Geist Rosen at SKG Publicity, 847-432-8177, skgeist@comcast.net

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