

OVERVIEW

Banana Wind, a term used in the islands to describe a storm that is strong enough to knock the bananas from the trees.

is more than just an appropriate title for Buffett's latest record — it is

RELEASE INFORMATION STREET DATE: JUNE 4, 1996 CATALOG #: MCACID — 11451 SUGGESTED LIST: \$16.98 CD/\$10.98 CS DISCOUNT: \$% DISCOUNT THROUGH JUNE 10, 1996

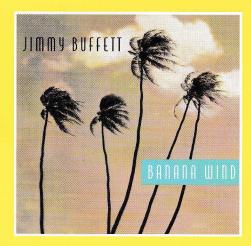
the attitude that will encompass MCA's entire marketing effort for this project.

With a full-scale Buffett concert tour scheduled to kick-off in early summer, the marketing team at MCA/Nashville intends to utilize the June 4 release date of BANANA WIND as a spring-board for action. Extensive advertising and awareness campaigns will be targeted for each tour market, and could include alternative promotions at zoos and on cruise ships.

Buffett's high-visibility in what is traditionally a soldout concert tour, will provide the ultimate sales opportunity, as consumer excitement for BANANA WIND will be at its peak.

With 70% of Buffett's sales occurring within the first 60 days after release date, it is obvious that the loyal Buffett fan need only be informed of new product to want to purchase it. As a result, advance listening promotions and advance awareness campaigns will be implemented prior to street date.

Buffett is a natural when it comes to singing the laidback tunes of summer, and consumers have responded by stocking their music libraries with their favorite Buffett product. Buffett's last release, BAROMETER SOUP has been certified gold by the RIAA, and FRUITCAKES has been certified platinum. Buffett's double platinum SONGS YOU KNOW BY HEART continues to be one of MCA's top-selling catalog pieces. Buffett's box set, BOATS, BEACHES, BARS & BALLADS, is one of the top-selling box sets of all time.



SELECTIONS

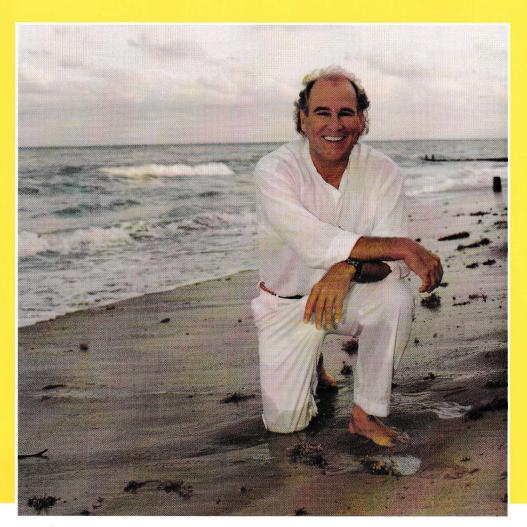
SIDE ONE

- 1. ONLY TIME WILL TELL < (Lyrics by Jimmy Buffett; Music by Buffett, Kunkel, Guth, P. Mayer, J. Mayer)
- 2. JAMAICA MISTAICA < (Lyrics by Jimmy Buffett; Music by Buffett, Kunkel, Guth, P. Mayer, J. Mayer)
- 3. SCHOOL BOY HEART (Lyrics and music by Jimmy Buffett and Matt Betton)
- 4. BANANA WIND (INSTRUMENTAL) (Buffett, Kunkel, Guth, P. Mayer, J. Mayer)
- 5. HOLIDAY < (Lyrics and Music by Buffett, Ralph MacDonald, Bill Eaton, William Salter)
- 6. BOB ROBERT'S SOCIETY BAND (Lyrics by Jimmy Buffett; Music by Buffett and Amy Lee)

SIDE TWO

- 1. **OOERKILL** < (Lyrics by Jimmy Buffett; Music by Buffett, Kunkel, Guth, P. Mayer, J. Mayer)
- DESDEMONA'S BUILDING A ROCKET SHIP (Lyrics by Jimmy Buffett; Music by Buffett, Kunkel, Guth, P. Mayer, J. Mayer)
- 3. **MENTAL FLOSS** (Lyrics by Jimmy Buffett; Music by Buffett, Kunkel, Guth, P. Mayer, J. Mayer)
- 4. CULTURAL INFIDEL < (Lyrics by Jimmy Buffett; Music by Buffett, Kunkel, Guth, P. Mayer, J. Mayer)
- 5. HAPPILY EVER AFTER (NOW AND THEN) 🐦 (Lyrics by Jimmy Buffett; Music by Buffett and Dave Loggins)
- 6. FALSE ECHOES (HADANA 1921) 🐢 (Lyrics and Music by Jimmy Buffett)

PRODUCED BY RUSSELL KUNKEL



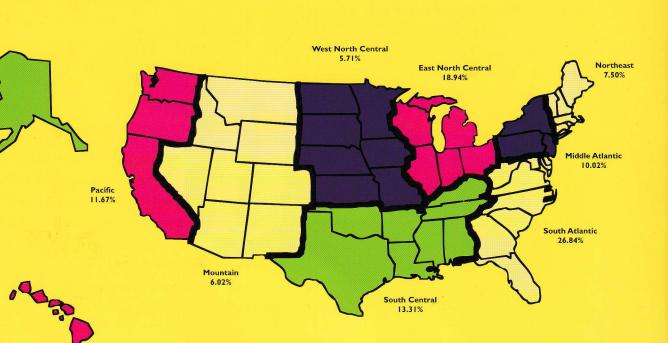
ARTIST INFORMATION

Magaritaville Records 66 Music Square West, #303 Nashville, TN 37203

Manager: Howard Kaufman H.K. Management 8900 Wilshire Blvd, Suite 300 Beverly Hills, CA 90211

Booking Agent Steve Smith Howard Rose Agency 2029 Century Park East #450 Los Angeles, CA 90067

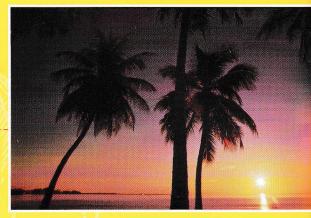
Publicity Laurie Gorman H.K. Management 8900 Wilshire Blvd., Suite 300 Beverly Hills, CA 90211



JIMMY BUFFETT BAROMETER SOUP PERCENTAGE OF SALES BY GEOGRAPHIC REGIONS

Pacific Region includes Hawaii and Alaska

Per Soundscan



TOP 25 SOUNDSCAN MARKETS BASED ON <u>BAROMETER SOUP</u>

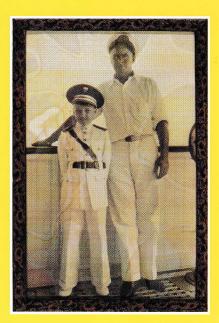
- I. New York, NY
- 2. Chicago, IL
- 3. Boston, MA
- 4. Los Angeles, CA
- 5. Philadelphia, PA
- 6. Tampa-St. Petersburg, FL
- 7. Atlanta, GA
- 8. Washington, DC
- 9. Orlando-Daytona Beach-MIrn
- 10. Miami, FL
- II. Detroit, MI
- 12. Denver, CO
- 13. Houston, TX

- 14. SF-Okland-San Jose
- 15. Cleveland, OH
- 16. Minneapolis-St. Paul, MN
- 17. Dallas-Ft. Worth
- 18. Baltimore, MN
- 19. Indianapolis, IN
- 20. Phoenix, AZ
- 21. WstPImBch-FrtPerc-VeroBch
- 22. Portland, OR
- 23. San Diego, CA
- 24. Columbus, OH
- 25. Raleigh-Durham, NC

TOP 25 SOUNDSCAN MARKETS BASED ON SALES FROM <u>BAROMETER SOUP</u>

- I. Portland-PolandSpring, ME
- 2. Knoxville, TN
- 3. Raleigh-Durham, NC
- 4. Tampa-St. Petersburg, FL
- 5. Columbia, SC
- 6. OrIndo-Daytona Bch-Mlbrne
- 7. Indianapolis, IN
- 8. Boston, MA
- 9. Mobile-Pensacola, AL-FL
- 10. Richmond, VA
- II. Ft. Meyers-Naples, FL
- 12. WstPImBch-FrtPerc-VeroBch
- 13. Denver, CO

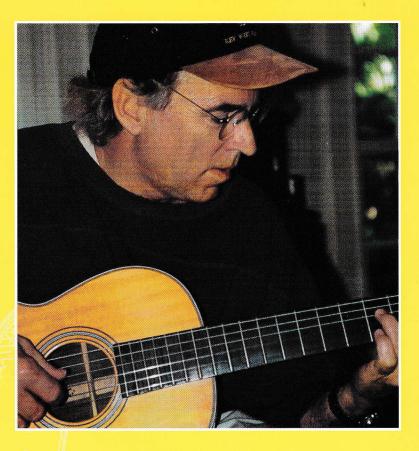
- 14. Lexington, KY
- 15. Jacksonville, FL
- 16. Madison, WI
- 17. Springfield, MO
- 18. Sprngfld-Decatr-Chmpgn, IL
- 19. Evansville, IN
- 20. Brlngtn-Plattsbrgh, VT-NY
- 21. Cleveland, OH
- 22. Columbus, OH
- 23. Toledo, OH
- 24. Davnprt-RcklsInd-Molin, IL
- 25. Atlanta, GA



SALES PROJECTIONS INITIAL SPREAD: 400,000 CD/340,000 🖝 CS/60,000

BUFFETT CATALOG TITLES

BAROMETER SOUP	MCAD/11247	OFF TO SEE THE LIZARD	MCAD/6314	
	MCAC/11247		MCAC/6314	
FRUITCAKES	MCAD/11043	CHANGES IN LATITUDE	MCAC2/6908	
	MCAC/11043	HAOANA DAYDREAMIN'		
SOMEWHERE OVER CHINA	MCAD/31168	SON OF A SON OF A SAILORI	MCAC2/6917	
	MCAC/1481	COCONUT TELEGRAPH		
HAOANA DAYDREAMIN'	MCAD/31093	A-1-A/OOLCANO	MCAC2/6919	
	MCAC/1586	LIVING AND DYING IN 3/4	MCAC2/6927	
SON OF A SON OF A SAILOR	MCAD/31091	TIMEIA WHITE SPORT COAT		
	MCAC/1587	& A PINK CRUSTACEAN		
LIVING AND DYING IN	MCAD/31059	FEEDING FRENZY	MCAD/10022	
314 TIME	MCAC/1588		MCAC/10022	
A WHITE SPORT COAT AND	MCAD/31090	BOATS, BEACHES, BARS &	MCAD4/10613	
A PINK CRUSTACEAN	MCAC/1589	BALLADS (BOX SET)	MCAC4/10613	
A-1-A	MCAD/1590	BEFORE THE BEACH	MCAD/10823	
	MCAC/1590		MCAC/10823	
CHANGES IN ATTITUDES/	MCAD/31070	CHANGES IN LATITUDES	MCAD/10951	
CHANGES IN LATITUDES	MCAC/1652	(ULTIMATE MASTER DISC)		
OOLCANO	MCAD/1657	ONE PARTICULAR HARBOR	MCAD/31094	
	MCAC/1657		MCAC/25061	
COCONUT TELEGRAPH	MCAD/31092	RIDDLES IN THE SAND	MCAD/31095	
	MCAC/1664		MCAC/25075	
SONGS YOU KNOW BY HEART	MCAD/5633	LAST MANGO IN PARIS	MCAD/31157	
	MCAC/5633		MCAC/25077	
FLORIDAYS	MCAD/5730	HOT WATER	MCAD-42093	
	MCAC/5730		MCAC-42093	
YOU HAD TO BE THERE	MCAD2/6005	OIDED: LIVE BY THE BAY	VHS-80332	
	MCAC2/6005			

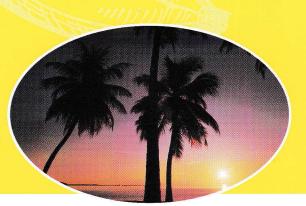


TOUR SUPPORT

Few artists have the summertime concert appeal of Jimmy Buffett, and with the release of *Banana Wind* slated for a June 4, 1996 release, consumer excitement will be at its peak. The MCA marketing team plans to to maximize awareness of the Banana *Wind* release through extensive tour marketing which will include co-op advertising and special promotions surrounding Buffett's concert dates.

CONFIRMED DATES, INCLUDE:

May 30	Pine Knob, MI	June 17	Atlanta, GA	August 10	Camden, NJ
June I	Alpine, WI	June 18	Atlanta, GA	August 14	Virginia Beach, VA
June 3 📉	Indianapolis, IN	June 20	Charlotte, NC	August 16	Manassas, VA
June 5	Indianapolis, IN 🔍	June 22	Maryland/DC	August 17	Manassas, VA
June 7	Chicago, IL	June 23	Maryland/DC	August 22	Jones Beach, NY
June 8	Chicago, IL	August 2	Pittsburgh, PA	August 24	Hartford, CT
June II	Cincinnati, OH	August 3	Pittsburgh, PA	August 25	Great Woods, MA
June 12	Cincinnati, OH	August 6	Raleigh, NC	August 28	Great Woods, MA
June 14	Cleveland, OH	August 7	Raleigh, NC	August 30	Great Woods, MA
June 15	Columbus, OH	August 9	Camden, NJ	August 31	Great Woods, MA



BANANA WIND ON THE NET

MCA/Nashville will launch a full-scale marketing effort on the internet, offering net surfers the latest tour information, sound bytes, and a consumer contest.

PUBLICITY

Traditionally, Buffett makes a limited number of press appearances, and plans for this release are no different. All media opportunities will be evaluated on an individual basis, allowing Buffett to select the appearances that will best represent the project's overall essence.

ADVERTISING

Advertising for Banana Wind will target Buffett's diverse audience. From college students to die-hard Parrotheads, this release will be heralded in an extensive advertising campaign. *PLANS THUS FAR, INCLUDE:*

Full-page print ads will be placed in alternative newspapers in each Buffett tour market.

Advertising will be placed in college newspapers across the country to coincide with the fall return to campus.

A half-page ad will run Tuesday, June 4 in USA Today to announce the release of Banana Wind.

MERCHANDISING

The marketing team at MCA/Nashville will capitalize on Buffett's mass-appeal in all merchandising efforts. Eyecatching P.O.P. will be available to retailers, and special in-store display contests will be implemented in conjunction with this release. Other plans include:

In-store play copies of Banana Wind will be serviced to 4,000 SoundScan reporting retail stores.

Retail fliers, highlighting tour information, will be sent to the SoundScan reporting stores to allow retailers to take full advantage of Buffett's sold-out tour dates.

A 3'X1' four-color, two-sided poster featuring a poster-sized image of Buffett on the front and three flat-sized images on the reverse will be available for display purposes.

RADIO PROMOTION

Based on Buffett's history at radio, the record will be marketed with minimal reliance on this medium. Banana Wind will be serviced to AC, A3, and country radio. All promotional opportunities in this area will be fully exploited as they arise.

ALTERNATIVE MARKETING

The MCA/Nashville marketing team will market Buffett's Banana Wind in a variety of creative ways to raise awareness of the project and the persona. These marketing efforts will center around Buffett's personal interests and pursuits.

Copies of Banana Wind will be serviced to cruise ships, complete with P.O.P. material to encourage ship participation promotions.

MCA may sponsor "Save The Manatee" promotions at Zoo's in Buffett tour markets. Fliers explaining the plight of the manatee will be distributed, along with information about *Banana Wind*.

A promotion with a major non-music retail outlet is possible, and would feature multimedia exposure, contest giveaways, and instore play of the new Buffett release.







One banana in this marketing plan is unlike any of the others (not including peeled bananas). correctly identify the odd banana and win a very cool gift from MCA/Nashville.

MAIL OR FAX YOUR ENTRY TO:

ODD BANANA ATTN: JULIE HALL MCA RECORDS 60 MUSIC SQUARE EAST NASHVILLE, TN 37203 FAX: 615.880.7414

A winner will be selected on June 4 from all , . correct entries received.

GOOD LUCK!