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IT'S ALL GOOD COMPANIES ANNOUNCES DEAL WITH ARISTA TO HELP PROMOTE SARAH MCLACHLAN'S NEWEST RELEASE

It's All Good Companies (IAG), an Arizona-based direct marketing and web development firm, has inked a deal with Arista Records in New York to use the ItsAllGoodStakes™ program, renaming it MusicStakes, as part of the promotion for multiple-Grammy winner Sarah McLachlan's just-released album, *Afterglow*.

ItsAllGoodStakes™ is designed to outperform traditional direct marketing methods by integrating direct mail and web-based marketing. Attractive printed pieces, or graphic-enhanced emails, drive visitors to a website with enticing prizes, and capture valuable information that IAG professionals streamline in a database for the client to use for well-targeted future marketing efforts. IAG manages the back end, producing a detailed report at the end of the promotion. The result is a cost-effective means to turn website traffic into a rich mine for subsequent promotions.

"We've been astounded with the ItsAllGoodStakes response rate," says IAG president Mark Peebler. "Most direct mailers are happy with 2% responding. We're getting 10-35% and capturing information that makes future sales efforts much more efficient. We're seeing great results in the music, sports and hospitality industries, but really ItsAllGoodStakes can benefit virtually any business. Arista saw the vision, and I'm confident that with an artist of Sarah McLachlan's caliber, this program is going to pay huge dividends for them."

IAG services include the design, printing, and distribution of the promotional pieces, as well as programming the Website log-in sequence and managing the database of captured information.

For Arista's Sarah McLachlan promotion, 250,000 postcards will be distributed, each bearing a unique number. Recipients log on to McLachlan's official website, www.sarahmclachlan.com. After answering specific questions, they enter their number to find out if they are one of 30 winners who will receive signed copies of McLachlan's entire CD catalog.

McLachlan is currently on a promotional tour, booked on virtually every major television talk show to play selections from *Afterglow*, her first album in four years. Her previous six releases have sold more than 22 million copies worldwide, and earned her three Grammy awards. McLachlan is also renowned as the founder of the Lilith Fair women's music festival which brought together 2 million people in its three-year history, and raised more than 7 million dollars for charity.

The MusicStakes promotion for *Afterglow* lasts until December 31, at which time IAG and Arista will announce the results.

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