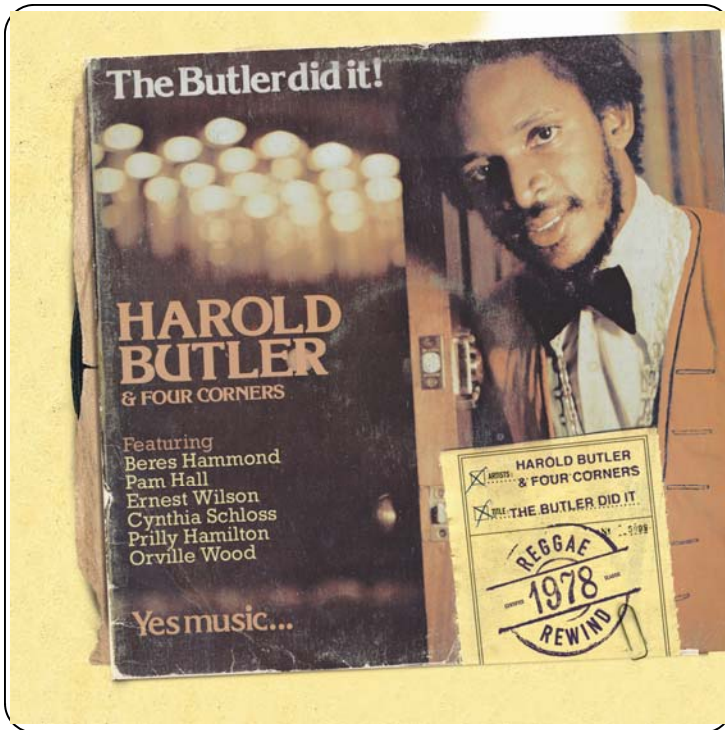


VP RECORDS NEW RELEASE



Title: The Butler Did It
Artist: Harold Butler
Catalog #: VP4134
File Under: R & B
Release Date: August 12, 2008
Orders Due: July 23, 2008
Box Lot: 30
Digital UPC: 054645413466
Price Code: 1198



OVERVIEW

Harold Butler is one of Jamaica's unsung hero's as a keyboardist and arranger. This album; one of his earliest, is unique because it features some of Jamaica's most famous voices over R&B & disco grooves of the period. Vocalists; Beres Hammond, Cynthia Schloss, Pam Hall & Prilly Hamilton (original Lead singer for Third World) are featured. 'One Step Ahead' was a breakthrough hit for Beres Hammond who continues to honor the R&B vocal tradition in reggae. The backing musicians include Dean Fraser and Butler himself, who is a multi instrumentalist, writer & producer. Available for the first time on CD, this album shines a light on the multiple influences that have informed reggae music. And when the music sounds this good, you can be sure the 'Butler' did it.

TRACK LISTING

1. Yes Music (Introduction)
2. Long Hot Days In The Summer
3. Interlude
4. Beautiful World
5. Book Of Life
6. Crying In Soweto
7. New Song
8. Let True Love Be
9. Symphony To A Friend
10. One Step Ahead
11. Love Forever
12. Crying In Soweto (Instrumental)
13. Yes Music (To Be Continued)

MARKETING & PROMOTION

CONSUMER - Print ads in key reggae/ world music publications & mainstream music/lifestyle magazines to run August & September
ONLINE - Ad banners will be placed on music based web sites including; Yardflex.com, Dancehall reggae.com, Niceup.com, Muzikmedia.com, wax_poetics_magazine & others
VIDEO - 5 minute EPK about 17 North Parade imprint will be serviced to key press, online and viral outlets. A 22 min. version will be pitched to core video shows and select networks for airing
ONLINE: Web tools serviced to core sites and select mainstream music sites for feature opportunities.
Visit: www.17northparade.com;
www.myspace.com/17northparade

A portion of the proceeds for this album will be donated to:
The Jamaican Progressive Society &
Ubuntu Institute for Young Social Entrepreneurs



www.vprecords.com www.vpreggae.com

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