

VP RECORDS NEW RELEASE



Title: Sensational Maytals
Artist: The Maytals
Catalog #: VP4133
File Under: Reggae
Release Date: August 12, 2008
Orders Due: July 23, 2008
Box Lot: 30
Digital UPC: 054645413367
Price Code: 1198



OVERVIEW

For the first time ever, the complete early works of (Toots &) The Maytals with backing band Byron Lee & The Dragonaires! This expanded re-issue of The Maytals second album was produced by Byron Lee & Ronnie Nasralla, on the heels of the Dragonaires' historic debut at the 1964 World's Fair in New York City, introducing SKA to an international audience. In 1965, the Maytals were arguably the dominant vocal group in Jamaica

-The original 12 track album was recorded at Federal Recording studios in Kingston & mixed at Atlantic studios by Tom Dowd.
-The CD package contains 6 bonus tracks chronicling the earliest sounds of Rock Steady.

TRACK LISTING

1. It's You
2. Daddy
3. Never You Change
4. If You Act This Way
5. It's No Use
6. You Make Me Feel The Way I Do
7. What's On Your Mind
8. My New Name
9. Fever
10. She Will Never Let Me Down
11. I Know
12. Tell Me The Reason
13. Love Is A Special Feeling
14. Peggy
15. When I Laugh
16. Bam Bam
17. Ain't Got No Tip
18. I'm A Big Man

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, Web tools serviced to core sites and select mainstream music sites for feature opportunities.

Visit: www.17northparade.com;
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