



Title: Gideon Boot  
Artist: Richie Spice  
Catalog #: VP1809  
File Under: Reggae  
Release Date: May 13, 2008  
Orders Due: April 23, 2008  
Box Lot: 30  
Digital UPC: 054645180962  
Price Code: 1598



**OVERVIEW**

-Follow up to 2007 release 'In the Streets to Africa' which has scanned over 12,000 units to date  
-Strong core following has spawned commercial radio play in New York, Miami & Hartford markets  
-New studio album is produced by legendary Bobby 'Digital' Dixon (Sizzla 'Da Real Thing')  
-US tour dates being coordinated for spring/ summer

**TRACK LISTING**

1. Babylon Falling
2. Gideon Boot
3. Let's Go
4. Getting Harder
5. World Crisis
6. Why
7. Ticking Like A Bomb
8. Living In Love
9. Bad Lamp
10. Wrap Up A Draw
11. Di Plane Land
12. Make Up Your Mind
13. World Is A Cycle
14. Hang On
15. Rise

Not Final Track Sequence

**MARKETING & PROMOTION**

**Consumer:** Print Ads in Reggae publications, On-Line Marketing, spring/summer tour in US  
**Radio:** Core radio serviced with 'Wrap Up A Draw' in April  
**Video:** Video shoot TBA  
**Press:** Long lead serviced for covers, features & Reviews  
**On line:** Aggressive viral campaign being executed including; banner ads, email blasts  
**Sales:** Physical & digital exclusives will be offered to select accounts for new release roll out, price & positioning campaigns, listening posts to be pursued nationally



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