

SONY BMG ON-AIR PROMOTION REQUEST FAX

TO: 212-833-6894

Eric Molk – eric.molk@sonybm.com, 212 833 5389 (phone)

| Items: | | Units: |
|---------------------------------|---|---------------------------|
| 1 | Willie Nelson – One Hell of A Ride Sampler 23-track CD not for sale in stores | 5 CDs |
| 2 | Willie Nelson – One Hell of A Ride Deluxe 4-CD box set with 100 tracks | 1 Box set for grand prize |
| Start Date: | | End Date: |
| Other Promotion Details: | | |

We also agree to the following terms before receiving these items from Sony BMG:

1. The item of value will be given away to people other than our employees, or their relatives.
2. An announcement that the item is “**courtesy of Legacy Recordings**” will be included in our broadcast of any on air contest or giveaway.
3. We are not providing or increasing airplay for SONY BMG music in connection with SONY BMG’s provision of this item.

Requested product should arrive at stations by April 10, 2008.

AUTHORIZED CONTACT:

Must be GM, licensee, owner, Promotions Director or other senior executive
other than a member of the programming staff

| | |
|---|----------------|
| Station(s): | Market(s): |
| Name: | Title: |
| Phone: | Email Address: |
| Shipping Address (no PO Boxes, please): | |
| Authorized Signature: | |

TWO ONE-HOUR RADIO SPECIALS FOR WILLIE NELSON'S 75TH BIRTHDAY!

MY OWN PECULIAR WAY - THE SONGS OF WILLIE NELSON

TRUE OUTLAW STORIES - ON THE ROAD WITH WILLIE NELSON

Brand-new exclusive interviews with **Willie Nelson** and his extended musical family (**Paul English, Mickey Raphael, Jody Payne, Bobbie Nelson, Poodie Locke**) tell rich, colorful stories that take you deep inside Willie's heart, soul and mind.

My Own Peculiar Way focuses mostly on Willie's life story, his best known songs, and how the two are often intertwined. *True Outlaw Stories* features many of the hilarious episodes from the "band of gypsies" going down the highway, on tour with Willie over the last 40 years. Between these stories, each program is packed with a unique playlist of Willie's best-known songs.

Both hours are hosted by **Rodney Crowell** and also feature comments by country legend **Charlie Louvin**, singer/songwriter **Ray Wylie Hubbard**, and Wilco guitarist **Nels Cline**.

Please consider airing these programs close to Willie Nelson's birthday on April 29. You can flexibly schedule them as a two-part series, one two-hour block or your choice of two great one-hour specials.

- **Producer:** Paul Chuffo & Joshua Jackson (Joyride Media)
- **Host:** Rodney Crowell
- **Contacts:** Andy Cahn, 212-833-6279, andy.cahn@sonybm.com
Eric Molk, 212-833-5389, eric.molk@sonybm.com
- **Broadcast Window:** Begins April 2008
- **Length:** Two one-hour programs with breaks for local spots
- **Terms:** Available for all USA radio broadcasters at no cost, no built-in barter spots

PLEASE FAX THIS FORM IMMEDIATELY TO 212-833-6894

To request a copies of the *Willie Nelson Radio Specials* on CD

| | | |
|---|----------------|------------|
| Station: | Format: | Market(s): |
| Name: | | Title: |
| Shipping Address (no PO Boxes, please): | | |
| Phone: | Email Address: | |
| AIRDATES: (if available) | | |