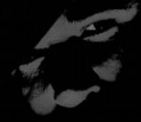


Roscoe Records

Music is our heart and soul.



For Immediate Release

January 12th, 2011

Isn't It Romantic Tests Out With High Marks

Roscoe Records is absolutely delighted to announce that Ladd Biro's *Isn't It Romantic* CD received high marks during an independent song testing session involving 250 (listeners) participants in Las Vegas. Administered by **Broadcast Media Associates**, the CD scored very highly with women in the Adult Contemporary category.

Using a Las Vegas showroom with terrific sound capabilities, 12 testing sessions were done over a 4 day period. Songs were digitally edited to 75-90 seconds and participants were to rank each song. Participants were screened by sex and age demographics, 25 to 54. The results were then fed into a computer to assist **Broadcast Media Associates** in radio play list selections.

When checking pop songs, *primary-one* country radio listeners are excluded and when checking country songs, *primary-one* pop radio listeners are excluded. Sessions are not mixed. **Broadcast Media Associates** does not rank hip-hop, rap, etc. as their client's program only variations of Oldies, Adult Contemporary, or County formats.

Songs are rated on a scale of 1-5 (dislike, just so-so, okay, like, love) and the company looks for power songs, burnouts as it relates to radio programming.

Chosen at random, the title track '*Isn't It Romantic*' received a (4), '*Goodbyes*' (3) and '*Why Don't We Fall In Love*' (4).

Broadcast Media Associates is located in Santa Maria, California and client list includes radio giants Clear Channel and CBS.