

KRISHNA DAS

Heart Full of Soul

"Krishna Das has a way of articulating the intimate, human aspect of spiritual devotion. It's this quality that makes his music accessible to believers and nonbelievers alike" - *LA Yoga*

"The Chant Master of American Yoga" - *New York Times*

"The Pavarotti of Kirtan" - *Yoga Journal*

As the best selling chant artist of all time, Krishna Das has sold more than 300,000 records, and continues to engage enthusiastic audiences around the world. He has headlined venues from concert halls to yoga studios for sold out crowds of 1,500 in cities across America, throughout Europe and most recently in South America.

Renowned for making kirtan more accessible to the Western ear, it was his desire to create a record that would allow people to immerse themselves in a night of kirtan. **Heart Full of Soul** is that vision, transporting audiences into a full live concert experience, a musical journey of devotional chant and the evolution into a state of bliss.

Heart Full of Soul features three new songs, including the gospel hymn "Jesus on the Main Line", beloved by audiences and available for the first time on CD.

His groundbreaking music is energized with modern grooves and harmonies to create a soulful practice that is eminently accessible to modern hearts, while staying true to the path of Bhakti Yoga.

Selling Points:

- Has sold more than 300,000 copies
- Features new arrangements from the live experience of his sold out show
- Includes the gospel hymn "Jesus on the Main Line"
- 2 1/2 hours of live chant
- Promotional items distributed at all major yoga/spiritual events throughout September
- Postcard mailings to all major Yoga Studios, Healing and Spiritual Centers, Institutes and Cultural Creative Lifestyle stores (est. 5,000 locations)
- Confirmed print advertising campaign in October totaling more than 680,000 circ.
- Confirmed press in *Yoga + Joyful Living*, *Yoga Magazine* and *In Review*
- Confirmed online promotion to over 500,000 opt-in subscribers
- Confirmed tour September thru December 2008

Marketing:

Events and Appearances:

- Flyers, CD samplers and postcards distributed at all major yoga/spiritual events and conferences, including:
 - Yoga Journal Conference, (attn: 2,000) Sept 27- 28
 - Power to the Peaceful Yoga Jam, (attn: 1,000) Sept 6
 - Yoga Month national events - 10 city tour, (avg. attn: 1,000) September
- Promotions with other top yoga conferences and events, such as Omega Chant Festival
- Download Cards/Dropcards. For distribution at performances, cards will include:
 - Album info
 - Album Cover, Wahl Photos
 - Free Downloadable Track
 - Live Video Footage Download
 - Link to buy full album

Promotional Materials: approximately 5,000 locations

- Postcard mailings to all major Yoga Studios, Healing and Spiritual Centers, Institutes and Cultural Creative Lifestyle retail stores in target market cities. Posting to their community boards.
- Flyers to be included in all nontraditional distributor packaging.

Advertising: (confirmed)

- Full Page Ad: *Yoga Journal* (circ. 350,000)
- 1/2 Ad: Conscious Enlightenment Inc. (circ. 200,000 include reg. mags in LA, NYC, SF, Chic and Sea)
- Full Page Ad: *Fit Yoga* (circ.110,000)
- Full Page Ad: *Yoga + Joyful Living* (circ.100,000)
- Ad: Music Design's *In Review*
- Ads in trade and lifestyle catalogs

Publicity/Press: (confirmed)

- Cover Story and featured kirtan artist in *Yoga + Joyful Living Magazine* (circ.100,000) Oct. issue
- Album review in trade publication *In Review*

Online:

- Confirmed E-mail blasts (featuring streaming audio to label and artist sites, free download tracks and purchase links) to:
 - Yoga Journal Monthly - 250,000 Subscribers
 - Yoga Alliance -150,000 Subscribers
 - Gaia - 100,000 Subscribers
 - Yoga Mates - 50,000 Subscribers
- Featured artist for Yoga Journal "Song of the Month", includes streaming audio
- Online Viral campaign to major cultural creative sites, including Yoga Mates, Gaia, Lime, Mind Body Online, Yoga Spirit, Yoga Today, White Apricot, Channel G, G Living, Global Green USA.
- Full Internet features on nutonemusic.com site including streaming audio and purchase links.

Retail: (confirmed)

- Independent specialty tastemaker marketing to 200 of the best Alternative Music stores, bookstores and gift shops in the country.
- P/P Programs
- Listening Stations
- In store play copies available

Radio:

- Targeting NPR, World Music and specialty shows. (including *The World*, *All Things Considered* and *Fresh Air*, *Morning Becomes Eclectic*, *The Putumayo World Music Hour*, *Echoes*, *Musical Starstreams*, *Atlantic Crossing*)
- Past Support includes an interview feature on "All Things Considered", "The Aware Show with Lisa G and Sacred Sounds Radio.

FILE UNDER: WORLD MUSIC

RELEASE DATE: 09/16/08

2 CD

SRP \$19.98



Track Listing:

Disc 1:

1. Hanuman Prayer
2. Shri Ram Jai Ram Jai Jai Ram
3. Om Namoh Bhagavate Vasudevaya
4. Govinda Hare Gopala Hare
5. Devakinandan Gopala
6. Radhe Radhe Shyam

Disc 2:

7. Goddess Prayer
8. Jaya Jagatambe Ma Durga
9. All One (Hare Krishna)
10. Om Namah Shivaya
11. Jaya Bhagavan (live)
12. Jesus on the Main Line

Tour Schedule:

Look for Full Winter Schedule in Jan 2009

8/13-26	Brazil & Argentina
8/29 - 9/1	Rhinebeck, NY (Omega Institute - Ecstatic Chant Weekend)
9/14	Montague, MA
12/6	Honolulu, HI
12/7	Mauai, HI
12/10-15	Hilo, Hawaii (Open Your Heart in Paradise with Ram Dass & Friends)

Key Markets:

New York, Los Angeles, San Francisco, Chicago, Seattle, Portland, Boston, DC, Phoenix/Tucson/Sedona, Boulder, San Diego



Krishna Das
Heart Full of Soul
2 CD: 0 6700 30821 2 9

**PACIFIC
MUSIC**

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www.pacificmusic.net info@pacificmusic.net
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Wade Imre Morissette

Maha Moha~The Great Delusion

"...what it might sound like if James Taylor put out a kirtan album." - *LA Yoga*

Wade Imre Morissette combines Sanskrit mantra chants and English lyrics, to create his own original blend and style of kirtan chant music. An accomplished musician and yoga teacher, he unites his two passions - yoga and music - in a fusion of Eastern influenced musical arrangements with Western sensibilities.

His highly anticipated third kirtan chant album *Maha Moha: The Great Delusion*, is a collaboration with award winning producer, David Nichtern, in which the pair bring together an array of instruments from tabla to sitar, from Bansuri (bamboo flute) to harmonium, taking the listener on a soulful journey of self-discovery and celebration.

Wade's first book, *Living Your Joy*, and a series of motivational seminars, will be a part of his Winter tour beginning in Jan 2009.

FILE UNDER: WORLD MUSIC

RELEASE DATE: 09/16/08

SRP \$15.98



Selling Points:

- Promotional items distributed at all major yoga/spiritual events throughout September
- Postcard mailings to all major Yoga Studios, Healing and Spiritual Centers, Institutes and Cultural Creative Lifestyle stores (est. 5,000 locations)
- Confirmed print advertising campaign in October totaling more than 680,000 circ.
- Confirmed press in *Yoga + Joyful Living* and *In Review*
- Confirmed online promotion to over 500,000 opt-in subscribers
- Confirmed tour September thru December 2008

Marketing:

Events and Appearances:

- Flyers, CD samplers and postcards distributed at all major yoga/spiritual events and conferences, including:
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 - Power to the Peaceful Yoga Jam, (attn: 1,000) Sept 6
 - Yoga Month national events - 10 city tour, (avg. attn: 1,000) September
 - Elevate Film Festival- Nokia Theatre-celebrity event (attn: 7,200) October
- Promotions with other top yoga conferences and events, such as Omega Chant Festival
- Download Cards/Dropcards. For distribution at performances, cards will include:
 - Album info
 - Album Cover, Wahl Photos
 - Free Downloadable Track
 - Live Video Footage Download
 - Link to buy full album

Promotional Materials: approximately 5,000 locations

- Postcard mailings to all major Yoga Studios, Healing and Spiritual Centers, Institutes and Cultural Creative Lifestyle retail stores in target market cities. Posting to their community boards.
- Flyers to be included in all nontraditional distributor packaging.

Advertising: (confirmed)

- Full Page Ad: *Yoga Journal* (circ. 350,000)
- 1/2 Ad: Conscious Enlightenment Inc. (circ. 200,000 include reg. mags in LA, NYC, SF, Chic and Sea)
- Full Page Ad: *Fit Yoga* (circ.110,000)
- Full Page Ad: *Yoga + Joyful Living* (circ.100,000)
- Ad: Music Design's *In Review*
- Ads in trade and lifestyle catalogs

Publicity/Press: (confirmed)

- Featured kirtan artist in *Yoga + Joyful Living Magazine* (circ.100,000) Oct. issue
- Past support includes:
 - Features in *Yoga Journal*, *Shared Vision* and *Maclean's*
 - Album review in *LA Yoga*
 - Write-ups in *The Vancouver Courier*, *The Province*, *Globe and Mail*, and *The Sun*.
- Past Appearances include: Entertainment Tonight Canada, BCTV
- Featured teacher on Toronto's Yoga Series and CTV's E-Talk Daily Canada.

Online: (confirmed)

- Confirmed E-mail blasts (featuring streaming audio to label and artist sites, free download tracks and purchase links) to:
 - Yoga Journal Monthly - 250,000 Subscribers
 - Yoga Alliance - 150,000 Subscribers
 - Gaia - 100,000 Subscribers
 - Yoga Mates - 50,000 Subscribers
- Featured artist for Yoga Journal "Song of the Month", includes streaming audio.
- Online Viral campaign to major cultural creative sites, including Yoga Mates, Gaia, Lime, Mind Body Online, Yoga Spirit, Yoga Today, White Apricot, Channel G, G Living, Global Green USA.
- Full Internet features on nutonemusic.com site including streaming audio and purchase links.

Retail: (confirmed)

- Independent specialty tastemaker marketing to 200 of the best Alternative Music stores, bookstores and gift shops in the country.
- P/P Programs
- Listening Stations
- In store play copies available

Radio: (confirmed)

- Interview to air in October on CBC Radio Documentary Series - The Nerve: The Impact of Music on Human Consciousness
- Targeting NPR, World Music and specialty shows. (including The World, All Things Considered and Fresh Air, Morning Becomes Eclectic, The Putumayo World Music Hour, Echoes, Musical Starstreams).
- Past Support includes: CBC Radio in Canada and Sacred Sounds Radio.

Track Listing:

1. Guru Ma
2. Inside
3. Grand Mantra
4. Burn It In The Fire
5. Rama Bolo
6. Surrender
7. Prayer
8. OM

Tour Dates:

9/20	Los Angeles, CA
9/27	San Francisco, CA
10/4	Vancouver, BC
10/25	Maya Tulum, MX
11/22	New York, NY
1/30/09	Seattle, WA
4/17/09	Chicago, IL

Key Markets:

New York, Los Angeles, San Francisco, Chicago, Seattle, Portland, Boston, DC, Phoenix/Tucson/Sedona, Boulder, Toronto, Vancouver



Wade Imre Morissette
Maha Moha: The Great Delusion
CD: 0 6700 30806 2 0



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david newman

love, peace, chant

"David Newman is a rising star in the international subgenre of chant artist or mantric musician".
- *NPR's ~ All Things Considered*

David Newman is a widely recognized chant artist and sacred musician who continues to travel throughout North America, Europe and Asia, singing Kirtan chants and offering workshops on the healing power of sound. His music embodies a devotional mysticism, distinctive musicality, poetic intimacy and a deep respect for India's ancient chant tradition.

Joyous, ecstatic and uplifting his unique sound is captured on his CDs: **Soul Freedom**, **Lotus Feet: A Kirtan Revolution**, **Leap of Grace: The Hanuman Chalisa** and his most recent CD/DVD set **Into the Bliss**.

His fifth release, **Love, Peace, Chant**, is emotionally evocative and spiritually transcendent with intimate sacred songs and hypnotic trance jams. Settling into the warmth of meditative reflection, this album emanates an exalted quality that both soothes and grooves with every note.

Selling Points:

- Known artist with a solid sales base of audio and audio/video package
- Confirmed print advertising campaign in October totaling more than 680,000 circ.
- Confirmed online promotion through *Yoga Journal*, *Gaia* and more, to over 500,000 opt-in subscribers
- Confirmed press in *Yoga + Joyful Living*, *Yoga Magazine* and *In Review*
- Featured kirtan artist on *Yoga Mates* (circ.50,000). Includes streaming audio, video interview
- Confirmed tour dates September thru February 2009
- Postcard mailings to all major Yoga Studios, Healing and Spiritual Centers, Institutes and Cultural Creative Lifestyle stores (est. 5,000 locations)
- Promotional items distributed at all major yoga/spiritual events throughout September

Marketing:

Events and Appearances:

- Flyers, CD samplers and postcards distributed at all major yoga/spiritual events and conferences, including:
 - Yoga Journal Conference, (attn: 2,000) Sept 27- 28
 - Power to the Peaceful Yoga Jam, (attn: 1,000) Sept 6
 - Yoga Month national events - 10 city tour, (avg. attn: 1,000) September
- Promotions with other top yoga conferences and events, such as Omega Chant Festival
- Elevate Film Festival (Nokia Theatre) celebrity event at 7,200 seat venue
- Download Cards/Dropcards. For distribution at performances, cards will include:
 - Album info
 - Album Cover, David Newman Photos
 - Free Downloadable Track
 - Live Video Footage Download
 - Link to buy full album

Promotional Materials: approximately 5,000 locations

- Postcard mailings to all major Yoga Studios, Healing and Spiritual Centers, Institutes and Cultural Creative Lifestyle retail stores in target market cities. Posting to their community boards.
- Flyers to be included in all nontraditional distributor packaging.

Advertising: (confirmed)

- 1/2 Page Ad: *Yoga Journal* (circ. 350,000)
- 1/2 Page Ad: *Conscious Enlightenment Inc.* (circ. 200,000 include reg. mags in LA, NYC, SF, Chic and Sea)
- Full Page Ad: *Fit Yoga* (circ. 110,000)
- Full Page Ad: *Yoga + Joyful Living* (circ. 100,000)
- Ad: Music Design's *In Review*
- Ads in trade and lifestyle catalogs

Publicity/Press: (confirmed)

- Featured kirtan artist in *Yoga + Joyful Living Magazine* (circ. 100,000) Oct. issue
- Featured kirtan artist on *Yoga Mates* (circ. 50,000). Includes streaming audio, video interview
- Past Support includes: Interviews with *Yoga + Joyful Living*, *Yoga Magazine UK*. Album reviews in *Australian Yoga Life Magazine*, *LA Yoga Magazine*, *New Age Retailer* and *Yoga Chicago*

Online:

- Confirmed E-mail blasts (featuring streaming audio to label and artist sites, free download tracks and purchase links) to:
 - Yoga Journal Monthly - 250,000 Subscribers
 - Yoga Alliance - 150,000 Subscribers
 - Gaia - 100,000 Subscribers
 - Yoga Mates - 50,000 Subscribers
- Featured artist for Yoga Journal "Song of the Month", includes streaming audio
- Online Viral campaign to major cultural creative sites, including *Yoga Mates*, *Gaia*, *Lime*, *Mind Body Online*, *Yoga Spirit*, *Yoga Today*, *White Apricot*, *Channel G*, *G Living*, *Global Green USA*.
- Full Internet features on *nutonemusic.com* site including streaming audio and purchase links.

Retail: (confirmed)

- Independent specialty tastemaker marketing to 200 of the best Alternative Music stores, bookstores and gift shops in the country.
- P/P Programs
- Listening Stations
- In store play copies available

Radio:

- Targeting NPR, World Music and specialty shows. (including *The World*, *All Things Considered*, *Fresh Air*, *Morning Becomes Eclectic*, *The Putumayo World Music Hour*, *Echoes*, *Musical Starstreams*, *Atlantic Crossing*)
- Past Support includes an interview feature on "All Things Considered", "The Aware Show with Lisa G" and Sacred Sounds Radio.

FILE UNDER: WORLD MUSIC
RELEASE DATE: 09/30/08
SRP \$15.98



Track Listing:

1. He Maha Lakshmi
2. Ganesh Gayatri/Rising Sun
3. Mata Bhavani
4. The Prophet/Hare Krishna
5. Radhe Suite I: The Longing
6. Radhe Suite II: The Dance
7. Radhe Suite III: The Union
8. Love, Peace and Freedom/Sita Ram
9. Shiva Om

Tour Schedule:

9/12 Tucson, AZ	10/26 Fort Collins, CO
9/14 Sedona, AZ	10/31 Fair Oaks, CA
9/19 Media, PA	11/1 San Francisco, CA
9/20 Glastonbury, CT	11/2 San Francisco, CA
9/21 Boston, MA	11/7 Allentown, PA
9/26 Port Washington, NY	11/8 Manayunk, PA
9/27 New York, NY	11/15 Fort Worth TX
9/28 Poughkeepsie, NY	11/16 Denton, TX
10/3 Frederick, MD	11/23-12/1 Paradise Island, Nassau, Bahamas
10/4 Washington, D.C.	1/18 Keene, NH
10/10-10/13 Buckingham, VA	2/15-12/22 Sebastian, Florida
10/25 Boulder, CO	

Key Markets:

New York, Los Angeles, San Francisco, Philadelphia,
Washington D.C., Chicago, Seattle, Portland OR, Boston



David Newman
Love, Peace, Chant
CD: 0 6700 30820 2 0

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Reema

Truth Love Creation

"Sacred Sanskrit Words: For Yoga, Chant and Meditation is a joy to read; it has accuracy in its translations, beauty in its presentation, and conveys the spiritual richness of the yogic tradition."

- **Ascent Magazine** (on Reema's knowledge of Sanskrit and writings for her book)

Reema Datta is a classically trained musician whose debut album **Truth Love Creation** is a unique collaboration of relaxing and meditative songs. Her gentle, soothing voice, accompanied by the renowned Nepalese Bansuri flutist Manose Singh, is softly intertwined with the ancient and resonating tones of India.

Born into a family of yogis, Reema Datta has been performing and teaching internationally since 2004. First introduced as a child to Sanskrit chants and philosophy by her grandfather, she now travels annually to India, studying the bansuri flute and tabla with master Indian musicians.

Best known as the co-author of the book, **Sacred Sanskrit Words for Yoga: Chant and Meditation**, she is also a founding member of the Usha Foundation, (a group of yoga teachers dedicated to bringing yoga to marginalized communities). She has received worldwide recognition for her earnest conveyance of the spiritual nature of Sanskrit as it exists in the yogic tradition, and for her portrayal and presentation of these translations.

During her upcoming fall tour, Datta, will perform to the fans she has gained through her teaching and writing, and her many travels throughout North America, Brazil, Tanzania, South Africa, Indonesia, Thailand, India and Europe.

Selling Points:

- Cover of **Yoga + Joyful Living Magazine** November issue (in addition to feature inside)
- Includes a version of Ravi Shankar's "Prabhujee"
- Internationally known for her writing on the topic of Sanskrit words for yoga
- Promotional items distributed at all major yoga/spiritual events throughout September
- Postcard mailings to all major Yoga Studios, Healing and Spiritual Centers, Institutes and Cultural Creative Lifestyle stores (est. 5,000 locations)
- Confirmed print advertising campaign in October totaling more than 680,000 circ.
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- Promotions with other top yoga conferences and events, such as Omega Chant Festival
- Elevate Film Festival-Nokia Theatre-celebrity event at 7,200-seat venue
- Download Cards/Dropcards. For distribution at performances, cards will include:
 - Album info
 - Album Cover, Reema Datta Photos
 - Free Downloadable Track
 - Live Video Footage Download
 - Link to buy full album

Promotional Materials: approximately 5,000 locations

- Postcard mailings to all major Yoga Studios, Healing and Spiritual Centers, Institutes and Cultural Creative Lifestyle retail stores in target market cities. Posting to their community boards.
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Advertising: (confirmed)

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- Ad: Music Design's **In Review**
- Ads in trade and lifestyle catalogs

Publicity/Press: (confirmed)

- Cover Story and featured kirtan artist in **Yoga + Joyful Living Magazine** (circ.100,000) Nov. issue
- Album review in trade publication **In Review**

Online:

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FILE UNDER: WORLD MUSIC

RELEASE DATE: 09/30/08

SRP \$15.98



Track Listing:

1. Sri Krishna
2. Lokah Samastha Sukhino Bhavantu
3. Om Arya Sumati Dharma Dhara Huang
4. Mahamrtyujaya Mantra
5. Vandey Gurunam
6. Shanti Mantra
7. Lullaby
8. Prabhujee
9. Anando Hum

Key Markets:

New York, Los Angeles, San Francisco, Chicago, Seattle, Portland OR

Tour Schedule:

Full Tour October - February 2009 to be announced



Reema Datta
Truth Love Creation
CD: 0 6700 30822 2 8

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wah!

love holding love

"WAH! creates a groove that's luscious and highly addictive." - *NY Spirit Magazine*

"Hypnotic, mesmerizing, energizing...The success stems from Wah!'s extraordinary voice, which might be characterized as Jewel meets Sade..." - *The Saratoga Post*

Wah! began her musical journey when she took a college course on raga; melodic modes used for Indian classical chant. This led to her exploration of classical, world, jazz and reggae music as well as the performing arts.

Today her music draws from both current trends and ancient kirtan chants, creating upbeat interpretations infused with pop, reggae and folk melodies. If you've taken a yoga class in the last five years, you have no doubt heard her music and her indisputably unique, sultry voice.

Captivating audiences around the world, Wah! performs more than one hundred dates a year throughout North America, Europe, Japan and Australia. Her acclaimed solo albums include *Jai Jai Jai* and *Savasana*.

With *Love Holding Love*, Wah! reinvents the genre of kirtan chant through her amazing synthesis of Sade-like chill sounds blended with ancient traditional Sanskrit mantras. Her mesmerizing, hypnotic voice creates a bridge from the ancient, meditative tones to the contemporary, ecstatic sound of western culture.

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Selling Points:

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Publicity/Press: (confirmed)

- Cover Story and featured kirtan artist in *Yoga + Joyful Living Magazine* (circ. 100,000) Oct. issue
- Monthly columnist for the UK's *Yoga Magazine* (circ. 90,000)
- Past Support Includes: Angela Starks for *New York Spirit Magazine*; Linda Johnson (Freelance writer for major yoga publications)
- Album review in trade publication *In Review*

Online: (confirmed)

- Confirmed E-mail blasts (featuring streaming audio to label and artist sites, free download tracks and purchase links) to:
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Track Listing:

1. Ganesha
2. Maha Deva
3. Hanuman
4. Girl in the Video
5. Way You Love Me
6. Ma Chant (Savasana)
7. Ma Chant (Kali)
8. Brazil
9. Sacred Patterns
10. Maha Deva Soulshine
11. Radhe Bhaj Soulshine
12. Unconditional
13. Home
14. Heart Sutra Soulshine

Tour Schedule:

8/29 - 9/1	Rhinebeck, NY
9/13	Encinitas, CA
9/21	Los Angeles, CA
10/2	Media, PA
10/3-5	Rhinebeck, NY
10/5	Princeton, NJ
10/9	Ellicott City, MD
10/10	Manayunk, PA
10/10-13	Buckingham, VA
11/29	Tucson, AZ
12/13-14	San Francisco, CA
2/16-20, 2009	Puerto Vallarta, Mexico

Key Markets:

New York, Los Angeles, San Francisco, Chicago, Seattle, Portland, Boston, DC, Phoenix/Tucson/Sedona, Boulder



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CD: 0 6700 30803 2 3

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