



## Media Release

### For Immediate Release

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### **C2W lands BMG Chrysalis sub-publishing contract for the Caribbean**

**Kingston Jamaica:** C2W Music has signed a multi-year partnership with music publishing giant BMG Chrysalis, a landmark agreement that stands to drive revenues at the Caribbean intellectual property company. BMG Chrysalis is one of the world's largest music publishers, owning the rights to hundreds of thousands of songs across the globe.

Under the three-year deal, C2W will act as the Caribbean — including English and non-English speaking countries — sub-publisher for BMG Chrysalis and all of its catalogues, songs and songwriters.

Specifically, C2W will collect 100 per cent of BMG Chrysalis's royalties from all potential revenue streams, from which it will be paid a 10 per cent fee. What's more is that the company will negotiate and close deals with any entity wanting to use any of BMG Chrysalis's songs for any use whatsoever, including cover songs, movie soundtracks, television shows and advertisements, while collecting a 15 per cent fee.

In return, C2W and BMG Chrysalis is finalizing a reciprocal agreement where BMG Chrysalis will act as the international sub-publisher for C2W. It's a lucrative deal for both companies, said C2W's CEO Ivan Berry, who expects the company's financial gains to be reflected in its bottom line by at least the second quarter of 2013. "Our royalties and our potential to maximize our catalogues will grow tenfold. More importantly, our collection of these royalties will be maximized, focused and no stone will remain unturned looking for royalties and ultimately protecting the copyrights of our songwriters and publishers," said Berry.

C2W Music Ltd launched last year with a goal to collect copyright income available globally for regional songwriters, whose work have long been exploited in the international marketplace for no benefits in return. Berry said songwriters would especially benefit from the partnership between C2W and BMG Chrysalis. "They will be marketed, solicited and their royalties collected; there is also the potential to maximize a synergy between their songwriters and ours, and many other positive areas — a win-win for all," said Berry.

The C2W boss added that the deal positions the company, a Caribbean company in the creative sector, to be "truly global" and groundbreaking.

“This was a vision for most before, this is now a reality, and it sets the path for others to hopefully follow,” said Berry. “This is our time as Caribbean people to shine, forge relationships with global mega-partners while being protected and rewarded.”

C2W raised \$129 million through an initial public offering earlier this year, with proceeds from the listing used to, among other things, sign top songwriters and conducts a series of song writing camps across the region to create copyright assets for the company.

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