



Buzz Marketing Introduces Midas Records Artist Angel At Licensing International Show June 8th & 9th

June 1, 2004



Buzz Marketing is positioning the Licensing International Show as a non-traditional platform to promote the debut of client Midas Records recording artist Angel's album "Believe In Angels... Believe in Me" while simultaneously developing potential branding and licensing opportunities.

Angel, the 16-year-old former lead singer of No Secrets, will perform two concerts Tuesday June 8th and Wednesday June 9th at 12:30pm and will host an intimate meet and greet at her booth immediately following each performance. At her customized booth,

Buzz and Midas Records staff members will be on hand to introduce Angel's clothing line, Curfew by Angel. Each day of the conference, members of Buzz Marketing's network (9,000+ youth worldwide) will distribute Angel branded merchandise to exhibitors and attendees, such as Angel M&Ms, Angel sun gems, hats, t-shirts, water bottles, etc. In addition, several of the Licensing Show's shuttle buses, wrapped with Angel's image, will be seen throughout the streets of Manhattan during the week of the conference.

Licensing International is the premier annual trade show and conference where 20,000+ consumer product manufacturers/licensees, retailers, and marketers attend each year to secure intellectual property rights, forge merchandising and promotional partnerships, network and preview trends that impact consumer spending.

In addition to promoting her album at the Licensing Show, Angel, is currently on the road with Midas Records Presents: The VH1 Save the Music Tour featuring Angel. On this tour, which kicked off in March, Angel will perform at over 100 middle and high schools, reaching over 100,000 students nationwide. Her tour is garnering rave reviews by the media (such as Teen Newsweek), educators, students and parents not only because of Angel's dynamic stage performance but due to her connection with so many students during her discussion with them about avoiding drugs, alcohol and tobacco to achieve their dreams.

Midas Records and Buzz Marketing will launch Angel's CD "Believe In Angels... Believe in Me" on August 10th to coincide with the launch of the Dry Ice Mall Tour, beginning with a performance at the renowned Mall of America. Her first single, Just the Way I Am (produced by The Wizardz of Oz [Nick Lachey, Ricky Martin]), will be added to radio nationwide later this month.



Buzz MG recently launched Angel's website, www.angelfaith.net, not only as a means to connect Angel with her fans and promote her upcoming album, but also to showcase a variety of merchandise branded by Angel herself. The site features jewelry, makeup, accessories, shirts, hats, loungewear, CDs, DVDs, books, posters, and more teen-friendly merchandise.

Fans are encouraged to read Angel's online diary, check out tour dates and listen to her music. They also have the option to join Angel's Online Fan Club where they can enter exclusive contests and help promote Angel to earn points toward exclusive Angel prizes and merchandise.