



THE RECORDING ACADEMY®

The Recording Academy® is pleased to announce FX Marketing Group Inc. of Tampa, Fla., as the Official Publisher of the 54th Annual GRAMMY® Awards Souvenir Book.

FX Marketing Group, operating since 1996, has published for some of the largest sports and entertainment brands in the world, including America's Cup, ESPN, NASCAR, the NFL and the PGA Tour. For the first time in GRAMMY history, The Academy and FX Marketing Group will make the Official GRAMMY Awards Souvenir Book available at retail to music fans nationwide.

The Official Souvenir Book is the only official nationally distributed newsstand publication that links the rich heritage of the GRAMMY Awards with music fans and enthusiasts. A beautifully illustrated, lavishly produced 200-plus-page book published as a high-quality collector's edition ensures a lifetime of impressions.

At only \$9.95 the Official 54th Annual GRAMMY Awards Souvenir Book will be nationally distributed at outlets such as Barnes & Noble, Walmart, Target, Books-A-Million, HMS Host airport stores, as well as in the GRAMMY Awards online store and at the GRAMMY Museum (at L.A. LIVE in downtown Los Angeles) and other official GRAMMY retail outlets and websites. All 12 Recording Academy local Chapters representing all major metropolitan markets will also feature the book at regional events and programs.

This platform will provide advertising partners a reach across the nation that only Music's Biggest Night® can offer. With this beautiful official book, you will not only reach your key customers, you will benefit from the reach and impact of The Recording Academy.

Established in 1957, The Recording Academy is an organization of more than 20,000 musicians, producers, engineers, and recording professionals that is dedicated to improving the cultural condition and quality of life for music and its makers. The Academy is responsible for groundbreaking professional development, cultural enrichment, advocacy, education, and human services programs. Our affiliated charities, MusiCares® and the GRAMMY Foundation®, help support the music community with health and human services and the broader community through music education and appreciation.

Thank you in advance for taking the time to review the promotional materials provided by FX Marketing Group and for your consideration in participating in our special publication.

Sincerely,

Neil Portnow
President/CEO
The Recording Academy