



Best Business Music

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PRODUCT & SERVICE DATA

The MUSIC LIBRARY

The Best Business Music Library is a variety of musical selections and styles that can be used and richly mixed for any business environment.

50'S TO EARLY 60'S

- DESCRIPTION: All tempos and styles that had hits during the heyday of the 50's and into the early 60's. This would include some country too.
REPRESENTATIVE ARTISTS: Elvis, Fats Domino, Steve Lawrence, Brenda Lee, Dinah Washington, Frankie Valli and the Four Seasons, Chubby Checker, The Impressions
APPEAL: People who can remember and appreciate the major musical moments from this era.
FEEL: All tempos
MARKETING STRATEGY: Hamburger joints, short-order cafes, restaurants, bars, burger & pizza establishments, country clubs, department stores, and clothing stores.
COMPATIBLE MUSIC STYLES: Jukebox classics, Donut House Jukebox, Funtime Oldies, Innocent 40's, 50's, & 60's

60's TO EARLY 70's

- DESCRIPTION: Good-time pop and rock legends from the mid 60's through the early to mid 70's that marked the end of an era. All solid hits and quality album cuts that were so vital to this period.
REPRESENTATIVE ARTISTS: Three Dog Night, Supremes, Badfinger, Simon & Garfunkel, Herb Alpert & the Tijuana Brass, Beach Boys, Animals, Chicago, Byrds, Creedence Clearwater Revival, Neil Diamond, Donovan, Four Tops, Aretha Franklin, Grass Roots
FEEL: A feel-good mixed tempo and energy with a mixed bag of oldies, typical of Top 40 radio in this period.
APPEAL: Wide appeal to boomers and 2nd generation lovers of oldies who have grown up with their parents' music or had exposure to oldies radio. Everybody loves the great oldies!
MARKETING STRATEGY: Period themes, burger & brew & pizza, bars, happy hour
COMPATIBLE MUSIC STYLES: Fun-time Oldies, Classic Rock, 70's Mix

70'S MIX

- DESCRIPTION: An 8 Track flashback of great music from the 70s designed to inspire memories for everyone. Featuring hits and historically significant album cuts from the "Jaws" and "All In The Family" Era.
REPRESENTATIVE ARTISTS: The Eagles, Elton John, Stevie Wonder, Jackson Brown, Gerry Rafferty, Chicago, Doobie Brothers, Brothers Johnson, Alan



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- Parsons Project, Jim Croce, Joni Mitchell, Sugarloaf, Steely Dan, Paul Simon, Creedence Clearwater Revival, Fleetwood Mac, Guess Who, Billy Joel, Jefferson Starship, Steve Miller Band, K. C & The Sunshine Band, Van Morrison.
FEEL: A warm blanket of familiar music that helped define the analog sound of the 70s - including the one hit wonders and the best known singer-songwriters and bands of the decade.
APPEAL: Wide appeal to boomers and lovers of iconic pop, rock and oldies.
MARKETING STRATEGY: Period themes, fast casual dining, burger & brew, pizza, lunchtime almost anywhere.
COMPATIBLE MUSIC STYLES: Adult Alternative, Classic Rock, 60s to Early & 70s, Casual Country

ACID JAZZ

- DESCRIPTION: The Jazz sound inspired by retro funk, Hip-hop beats and Brazilian & Latin grooves. Starting in the UK, this movement spread worldwide through DJ/Producers and live bands that help to create the modern "Acid Jazz" vibe. A touch of original 70's Jazz-funk from the masters who founded this great sound are also sprinkled into the mix.
REPRESENTATIVE ARTISTS: Greyboy, Naked Music NYC, Roy Ayers, Chris Bangs, James Taylor Quartet, Soulstance, Incognito, Outside, Abstract Truth, Truby Trio, Groove Collective, Duboniks, Sharpshooters and others.
FEEL: Funky beat-oriented jazz sounds. Energy varies from laid-back, head nodding' to high-energy dance-floor fillers.
APPEAL: Very broad appeal from stylish youth and hipper adults to nightclub fans and musicians.
MARKETING STRATEGY: Fashion retail and accessories, lifestyle stores, cultural hubs, cafes, trendy bars, high energy/volume restaurants, Xtreme Sports and accessories, modern furniture showrooms, hair salons.

MUSIC & MESSAGING SERVICES

- **COMPATIBLE MUSIC STYLES:** Stylish Pop, Smooth Jazz & Vocals, Urban Adult - Upbeat, and Club & Dance.

ACOUSTIC VOCALS & INSTRUMENTALS

- **DESCRIPTION:** The acoustic side of pop and adult alternative from singer/songwriters and instrumentalists in the jazz and acoustic, new age genre. Lots of acoustic guitars and piano.
- **REPRESENTATIVE ARTISTS:** James Taylor, Crosby, Stills, Nash & Young, Paul Simon, Ottmar Liebert, Cat Stevens, Joni Mitchell, Eagles, Leo Kottke, Linda Ronstadt, Will Ackerman, Bob Dylan, Shawn Colvin.
- **FEEL:** Mellow to moderate with an organic feel, appropriate for a relaxed, natural setting and wood décor. Wears well over the course of a relaxing day.
- **APPEAL:** Conservative, multi-generational, safe, conservative, family, mass appeal.
- **MARKETING STRATEGY:** Family restaurants & steakhouses, general public, on-hold, waiting/common areas, grocers, drug stores, spas, medical, office building, malls, nature shops, garden supplies and plants, environmental settings or viewpoints.
- **COMPATIBLE MUSIC STYLES:** Adult Alternative, Soft Pop, Smooth Jazz & Vocals, Baroque & Chamber, Smooth Jazz Instrumentals.

ADULT ALTERNATIVE

- **DESCRIPTION:** A casually, progressive variety of cool, modern and relevant classic rock for adults, time honored adult album tracks with a dash of motivating blues and reggae in a moderate to lively energy.
- **REPRESENTATIVE ARTISTS:** U2, Los Lonely Boys, Tom Petty, Guster, Stevie Ray Vaughan, Jack Johnson, Sheryl Crow, The Clarks, Van Morrison, Imogene Heap, Coldplay, Chris Isaak, Jem, Keb' Mo', Counting Crows, John Hiatt, Ryan Adams, B. B. King, Pete Yorn, Dave Matthews, Bonnie Raitt, Bob Marley, Diamond Nights
- **FEEL:** Lively, with some moderation, rootsy current, accessibly hip.
- **APPEAL:** For the educated, discerning customer who seeks a cool place to hang, good conversation, quality goods and a variety of quality adult rock.
- **MARKETING STRATEGY:** Active establishments including casual dining, cafes, bars, pubs, coffee/espresso, bookshops, and alternative clothiers/boutiques home furnishings/accessories.
- **COMPATIBLE MUSIC STYLES:** Classic Rock, Modern Rock Alternative, Electric Blues, Mainstream Rock, Adult Pop - Upbeat, 70s Mix, Americana, Totally Awesome 80s.

ADULT ALTERNATIVE FOR DIVAS

- **DESCRIPTION:** "AAA For Divas" is an eclectic mix of female singer/songwriters, female pop and adult alternative. Though not all of the artists contained in this mix are female, all of the selections have female appeal (no hard rock or hip hop).
- **REPRESENTATIVE ARTISTS:** Madonna, Lenny Kravitz, Alicia Keys, En Vogue, Coldplay, U2, Aretha Franklin, Maroon 5.
- **FEEL:** Fun, upbeat and empowering to women.

- **APPEAL:** Adult Alternative For Divas" will demographically have broad appeal due to its familiar nature.
- **MARKETING STRATEGY:** Female fashion retailers, beauty salons and personal care products and services or just any female-oriented business that wants to spice up the energy.
- **COMPATIBLE MUSIC STYLES:** Adult Pop Upbeat, Pop Divas, Adult Alternative, Women in Song all have cross over artists and compatibility.

ADULT CONTEMPORARY

- **DESCRIPTION:** A comfortable blend of eclectic, contemporary music for mainstream, mature listening in a public forum. This music mix is relaxed and conservative featuring the latest, adult contemporary hits of yesterday and today.
- **REPRESENTATIVE ARTISTS:** Daniel Powter, Faith Hill, Chris Rice, Kelly Clarkson, John Mayer, Sheryl Crow & Sting, Keith Urban, Vanessa Carlton, Michael McDonald, Santana & Michelle Branch, Celine Dion, Elton John, Five For Fighting, James Taylor, Marc Anthony, Uncle Kracker, Leanne Rhymes, Billy Joel, Lionel Richie, Paul Simon, Ryan Cabrera, Kimberly Locke
- **FEEL:** Lively, moderate-to-upbeat
- **APPEAL:** Family, public forum
- **MARKETING STRATEGY:** Grocery stores, large department stores, casual shopping, casual family dining, shopping centers, common areas
- **COMPATIBLE MUSIC STYLES:** Adult Pop - Soft, Fun-Time Oldies, Top 40 Hits, Adult Alternative, Adult Pop - Upbeat

ADULT POP - SOFT

- **DESCRIPTION:** Highly familiar, quality adult pop, polished and contemporary arrangements of singer/songwriters.
- **REPRESENTATIVE ARTISTS:** Michael Buble, Eric Clapton, Enya, Natalie Grant, James Blunt, Faith Hill, Mariah Carey, Donnie Osmond, Jim Brickman, Rod Stewart, Kelly Clarkson, John Mayer, Celine Dion, Bliss, Howie Day, Lifehouse, Shania Twain and others.
- **FEEL:** Mellow to moderate, digestible, easy-going, smooth, contemporary, and unobtrusive. This concept is more of the glossy and polished sound, appropriate for more contemporary environments.
- **APPEAL:** Conservative, multi-generational, safe, family, mass appeal
- **MARKETING STRATEGY:** Family restaurants & steakhouses, general public, on-hold, waiting/common areas, grocers, drug stores, medical, office building, malls, female-oriented or owned businesses.
- **COMPATIBLE MUSIC STYLES:** Mellow Adult Alternative, Adult Contemporary, and Fun-Time Oldies

ADULT POP - UPBEAT

- **DESCRIPTION:** Our most popular mix! Quality, mainstream hits and quality album cuts from the mid '60s through present day, recalling experiences from r&b, pop and soft rock. Consistently upbeat without overwhelming!
- **REPRESENTATIVE ARTISTS:** Four Tops, Linda Ronstadt, Van Morrison, Crowded House, Sheryl

Crow, Hall & Oates, Phil Collins, Bruce Springsteen, Eagles, Eric Clapton, Fleetwood Mac, K. T. Tunstall, Bo Diddley

- **FEEL:** Comfortably upbeat but never overwhelming, sustaining support for an active atmosphere.
- **APPEAL:** Mass appeal for a broad mainstream demographic and lifestyle, with quality.
- **MARKETING STRATEGY:** Active restaurants bar & grill, casual clothiers, discount stores or mainstream department stores, drug stores, grocers, mall hall or common areas.
- **COMPATIBLE MUSIC STYLES:** Fun-Time Oldies, Pop Hits, Adult Pop - Soft, Classic R&B, Classic Rock

ALTERNATIVE

- **DESCRIPTION:** A collection of cutting-edge music spanning from the late 70's through the present. This music has found its niche on college radio stations. Varied tempos from mild acoustic to layers of guitar create different levels of energy and intensity.
- **REPRESENTATIVE ARTISTS:** Radiohead, U2, Nirvana, Beck, Red Hot Chili Peppers, The Clash, B-52's, INXS, The Cure, and R.E.M., Red Hot Chili Peppers, Snow Patrol
- **FEEL:** Rough-edged and mostly upbeat with some mixed arrangements for dynamics.
- **APPEAL:** Male oriented and unisex alternative for those who appreciate cutting-edge rock and its heritage.
- **MARKETING STRATEGY:** Cultural hubs - college environments, pubs, bars, active lounges, bar & grill, skate and snowboard shops, breweries, pizza & beer, burger & beer.
- **COMPATIBLE MUSIC STYLES:** Adult Alternative, Classic Rock, Indie Rock & Pop, and Youth Rock

AMERICANA

- **DESCRIPTION:** A road trip from coast to coast that walks the line between Alternative Country, Rockabilly, Blues, Traditional Country, Folk Rock and old fashioned American Summer Fun. It swings, it picks, it twangs and grins as it rolls on down the old/new highway with a revisionist country swagger and style.
- **REPRESENTATIVE ARTISTS:** Lyle Lovett, Rodney Crowell, Sam Bush, Dave Alvin, Mark Knopfler & Emmylou Harris, BR-549, Rodney Foster, Duhks, Iguanas, Jayhawks, Mavericks, Rosie Florez, Flying Burrito Brothers, Dwight Yoakam, Jeffery Foucault, Sleepy LaBeef, Willy Nelson, Big Sandy & Fly-Right Boys, Junior Brown, Johnny Cash, Cash Brothers, Delbert McClinton
- **FEEL:** From moderate to comfortably upbeat American rockabilly -roadhouse and country blues.
- **APPEAL:** Blue Collar Pockets; loose and carefree, from rural to suburban to the culturally enriched. Can appeal to the average, unsuspecting fan to the very hip and in-the-know. A very cool and contemporary, hip answer for country.
- **MARKETING STRATEGY:** Casually hip or twangin' restaurants & bar, roadside diners, campy & kitsch hangouts, fast food, western wear & boots, auto parts, truck & farm equipment dealerships, Tex-Mex restaurants, Southwest cuisine, hip pubs.
- **COMPATIBLE MUSIC STYLES:** Hot Country, Burger & Brew, Casual Country, Adult Alternative, Classic Rock

AUSTIN ECLECTIC MIX

- **DESCRIPTION:** The language of music interpreted thru a distinctly Southwestern music tradition with an emphasis on the Austin music experience - Austin is home of the Austin City Limits Television series and the city bills itself as the "Live Music Capitol Of The World". This music mix will feature eclectic variety of music that deeply rooted in the singer-songwriter tradition of blending Country and Folk Rock with Blues and Texas-Swing.
- **REPRESENTATIVE ARTISTS:** Asleep At The Wheel, Dave Alvin, Lyle Lovett, Joe Ely, Delbert McClinton, The Flatlanders, J.J. Cale, Rosey Flores, Willie Nelson, John Fogarty, Patty Griffin, John Hiatt, Los Lobos, Los Lonely Boys, The Mavericks, B.B. King, Robert Earl Keen.
- **FEEL:** A casually hip mood for the discerning audience interested in a distinctly southwest American sound and environment.
- **APPEAL:** Mass, family appeal.
- **MARKETING STRATEGY:** Created for a wide range of casual dining or Southwestern style restaurant patrons. Its usage also applies to related clothing and apparel outlets, gift shops, cafes, pubs and related business promotional themes.
- **COMPATIBLE MUSIC STYLES:** Singer-Songwriters, Mellow Adult Alternative, Adult Alternative, Burger & Brew, Tejano, and Viva Mexicana.

BAR "HAPPY HOUR"

- **BRIEF DESCRIPTION:** Fun & energetic Rock, Blues, R&B Oldies & Alternative.
- **DESCRIPTION:** Perfect for Happy Hour or a full house to keep the joint jumping, reeling and a rockin'. An energetic variety of music designed to create a shared live-let-live ambiance.
- **REPRESENTATIVE ARTISTS:** Sheryl Crow, Stevie Ray Vaughan, Train, Chuck Berry, Brian Setzer, Aretha Franklin, Smash Mouth, Bruce Springsteen, Tower Of Power, Dave Matthews, B.B. King, Cars, Tom Petty, U2, Santana, Nada Surf, INXS
- **FEEL:** Mostly upbeat with some breathers.
- **APPEAL:** More male-oriented but good for all
- **MARKETING STRATEGY:** Perfect for active bars, restaurants, sports bars, brew houses, pizza, quick service.
- **DAYPART:** Happy Hours, peak times, evenings, weekends
- **COMPATIBLE MUSIC STYLES:** Adult Alternative, Classic Rock, Alternative, Totally Awesome 80's, Adult Pop - Upbeat

BAR "LATE NIGHT"

- **BRIEF DESCRIPTION:** Very active and energetic Alternative, Classic Rock and Electric Blues.
- **DESCRIPTION:** Perfect for the youthful late night crowd that is active and ready to take on the world. This overall feel and tempo of this mix is very upbeat and energetic by design to help rock the house.
- **REPRESENTATIVE ARTISTS:** Aerosmith, Jimmy Eat World, Strokes, Dave Matthews, Supergrass, The Doors, Incubus, Lenny Kravitz, Sheryl Crow, Red Hot Chili Peppers, Third Eye Blind, Rolling Stones,

Matchbox 20, Tom Petty, Stevie Ray Vaughan, Pearl Jam, Los Lonely Boys, Blues Traveler, U2, R.E.M.

- **FEEL:** Upbeat with a few moderate tempo tunes.
- **APPEAL:** More male-oriented but good for all
- **MARKETING STRATEGY:** Perfect for active bars, restaurants, sports bars, brew houses, pizza, quick service.
- **COMPATIBLE MUSIC STYLES:** Alternative, Totally Awesome Eighties, Classic Rock, Electric Blues, Mainstream Rock

BAROQUE & CHAMBER

- **DESCRIPTION:** A bright and bold blend of renaissance, baroque and chamber works from the 14th to early 18th centuries.
- **REPRESENTATIVE ARTISTS:** Vivaldi, J.S. Bach, Handel, Beethoven, Hayden, Mozart, Paganini, Corelli, Scarlatti, and Brahms
- **FEEL:** Concentrates mostly an uplifting yet moderate energy.
- **APPEAL:** Broad-base appeal, 25+, upper middle class to wealthy, professionals.
- **MARKETING STRATEGY:** High end retail, elegant dining, hotels, interior design, gift boutiques, upper scale cafes, fine department stores.
- **COMPATIBLE MUSIC STYLES:** Smooth Jazz Instrumentals, Smooth Jazz & Vocals, Romantic Jazz & Standards

BIG BAND

- **DESCRIPTION:** Selections from the cool and deluxe side of Big Band & Swing including many beloved classics.
- **REPRESENTATIVE ARTISTS:** Louis Jordan, Louis Armstrong, Cab Calloway, Buddy Rich, Count Basie, Stan Kenton, Woody Herman, Quincy Jones, Duke Ellington.
- **FEEL:** Catchy, snappy, quirky, sometimes wacky and very ultra-cool from a rhythmic moderate to a full blazing high.
- **APPEAL:** Counter-culture, cool sophisticates, intellectual, well-read, people seeking a point of distinction and a backlash to the mainstream.
- **MARKETING STRATEGY:** Active, well-cultured coffee/espresso houses, cultural pockets including cafes, bistros, martini bars, restaurants, bars, lounges, boutiques, bookstores, retro themes, vintage shops
- **COMPATIBLE MUSIC STYLES:** Upbeat Jazz & Vocals, Upbeat Jazz Instrumentals, Romantic Jazz & Standards.

BRAZILIAN STYLES

- **DESCRIPTION:** Music from the Brazilian tradition based primarily around the timeless Bossa Nova. A smattering of compatible "World Music" cuts to complement. Vocals and instrumentals. All tempos.
- **REPRESENTATIVE ARTISTS:** Eliane Elias, Manfredo Fest, Antonio Carlos Jobim, Joao Gilberto, Bebel Gilberto, Stan Getz, Joyce, Machan, Rosa Passos, Ellis Regina, Caetano Veloso
- **APPEAL:** Classy, sophisticated adults.
- **MARKETING STRATEGY:** Cool boutiques, trendy bistros and restaurants, cigar bars.
- **COMPATIBLE MUSIC STYLES:** Romantic Jazz & Standards, Modern Day Crooners, Spanish Caravan, World & Tropical, Upbeat Chill

BURGER AND BREW

- **DESCRIPTION:** Energetic Rock, Pop, Alternative and R&B with Mainstream Rock. Great for lunch, happy hours, late nights or just any time you have a packed house. Something for everybody that will keep the energy alive but not overwhelming.
- **REPRESENTATIVE ARTISTS:** U2, Rolling Stones, Matchbox 20, Led Zeppelin, Fastball, Tom Petty, David Bowie, Bruce Springsteen, Sam & Dave, Robert Palmer, Fleetwood Mac, Who, Santana. Temptations, 38 Special, Average White Band, Blondie, James Brown, Cars, Allman Brothers Band, Keane, Red Hot Chili Peppers, Shawn Mullins
- **FEEL:** Mostly upbeat with some breathers.
- **APPEAL:** More male-oriented, but good for all.
- **MARKETING STRATEGY:** Perfect for active diners and bars.
- **COMPATIBLE MUSIC STYLES:** Adult Alternative, Electric Blues, Mainstream Rock, Classic Rock, Adult Pop - Upbeat

CASUAL COUNTRY

- **DESCRIPTION:** The mellow and moderate side of country hits and album tracks from classics up to the present. This concept can be used for different day parts in conjunction with our more energetic concept, Americana & Folk/Rock". Also includes country crossover cuts from the folk, pop and rock fields.
- **REPRESENTATIVE ARTISTS:** Josh Turner, Restless Heart, Gary Allan, Shedaisy, Kellie Coffey, Alan Jackson, Steve Holy, Martina McBride, Vince Gill, George Strait, Mary Chapin Carpenter, Keith Urban, Reba McEntire, Tim McGraw, Rhonda Vincent, Norah Jones, Brooks & Dunn
- **FEEL:** Ballads to moderate up to light, upbeat arrangements.
- **APPEAL:** Rural, suburban; blue collar, casual, blue jeans & tee-shirts, traditional values.
- **MARKETING STRATEGY:** Diners, suburban & rural restaurants, cafes, truck stops, western wear, auto parts dealers, auto repair, rural & small-town car/truck dealerships, fast food.
- **COMPATIBLE MUSIC STYLES:** Acoustic Pop & Instrumentals, Adult Pop –Soft or counterpart to Hot Country

CHILL OUT

- **DESCRIPTION:** A unique underground mix of relaxed down-tempo grooves. Placing emphasis on melody, texture and mood, Chill Out places feel over familiarity. With just the right merger of subtle vocals, organic instrumentation and synthetic rhythm, this mix doesn't lose the human element, but instead enhances it with texture and contemporary production.
- **REPRESENTATIVE ARTISTS:** Moby, Tosca, Thievery Corporation, Kruder and Dorfmeister, Jazzanova, Mo' Horizons, Portishead, Air, Roysopp, Nightmares on Wax, DJ Shadow, DJ Krush, Kid Loco, Bonobo, Aim, Fila Brazillia, Lemon Jelly.
- **FEEL:** Toned-down and mellow with out being sleepy. Often jazzy with hip hop style rhythms giving

the mix a slightly urban feel. Lush textures and melody help carry the mix and build ambience.

- **APPEAL:** Very fashionable mix that should appeal to both male and females ages 16-40.
- **MARKETING STRATEGY:** Used excessively in modern television ads to promote high-end fashion, automobiles and new technology. This type of music (chill, down-tempo, electronica, etc) has become the soundtrack to a new age of cutting edge style and digital imagery. Fitting music for fashion retailers, late night dining, or any business wanting to build contemporary image.
- **COMPATIBLE MIXES:** Upbeat Chill, Modern Soul, Stylish Pop - Upbeat, Acid Jazz, Spanish Caravan, World & Tropical Rhythms.

CLASSIC R&B

- **DESCRIPTION:** The essence of American rhythm & blues, the classic Stax and Motown sound! Lots of soulful vocals and some groovy instrumentals are the sounds of this era.
- **REPRESENTATIVE ARTISTS:** Otis Redding, James Brown, Stevie Wonder, Al Green, Aretha Franklin, Temptations, Marvin Gaye, Booker T & the MG's, Supremes, Sly & The Family Stone, Four Tops, Barry White.
- **FEEL:** Lively, moderate to mostly upbeat.
- **APPEAL:** Wide appeal; Perfect for sustained listening and maintaining interest, high female appeal
- **MARKETING STRATEGY:** Active restaurants bar & grill, cafés, coffee/espresso, fast food and delis, hipper clothing and department stores, home furnishings and sundries, thrift store chains.
- **COMPATIBLE MUSIC STYLES:** Fun-Time Oldies, Electric Blues, Classic Rock, Urban Adult, and Eclectic Groove.

CLASSIC ROCK

- **DESCRIPTION:** This is the great stuff that you wish your classic rock stations would play! This goes below the surface and beyond where you might expect, picking up a lot of great album cuts and artists you don't normally hear anymore. The core of this concept is from that very fertile period starting in the mid '60s through the '70s and into the early '80s.
- **REPRESENTATIVE ARTISTS:** The Who, Jimi Hendrix, Neil Young, Jethro Tull, Yes, Pink Floyd, Doors, Allman Brothers, U2, Led Zeppelin, Springsteen, Grateful Dead
- **FEEL:** Mixed bag of energy from moderate to smokin'.
- **APPEAL:** 1st Generation Rockers and the 2nd Generation. More male oriented.
- **MARKETING STRATEGY:** Pubs, pizza, breweries, quality fast foods
- **COMPATIBLE MUSIC STYLES:** Fun-time Oldies, Adult Alternative, Classic R&B, Adult Pop - Upbeat, Alternative, Electric Blues

CLASSIC ROCK – THEN & NOW

- **DESCRIPTION:** Rock from the '60s through today including great album cuts. Beyond the obvious, delving into choice album cuts. Beyond the 60's and 70's picking up quality artists who still deliver that classic sound right up to the present.
- **REPRESENTATIVE ARTISTS:** Peter Gabriel, Santana, Traffic, Deep Purple, Aerosmith, Rolling

Stones, Led Zeppelin, Counting Crows, John Cougar Mellencamp, U2, Bonnie Raitt

- **FEEL:** Mixed Tempo but definitely rocking.
- **APPEAL:** More male-oriented, leans towards boomers and hip X'ers
- **MARKETING STRATEGY:** Bars, Active Diners, Brew-houses, Burger Joints, and Pizza Parlors.
- **COMPATIBLE MUSIC STYLES:** Classic Rock, Mainstream Rock, Electric Blues, Adult Alternative

CLASSICAL - ROMANTIC

- **DESCRIPTION:** A selection of familiar Romantic Classical music ranging from solo concertos to full orchestration. Classical (Romantic) showcases the greatest composers of the period, performed by some of today's best know performers.
- **REPRESENTATIVE COMPOSERS:** Mozart, Beethoven, Vivaldi, Chopin, Debussy, Ravel, Grieg, Tchaikovsky, and Rachmaninoff
- **FEEL:** Concentrates on moderate energy, building from slow lentos to moderate allegros.
- **APPEAL:** Designed for the elegant and refined experience. Although this concept can appeal to anyone seeking an enriched lifestyle, the focus centers on upscale demographics and a life of luxury.
- **MARKETING STRATEGY:** Upscale dining, luxury car dealerships, hotels, jewelry, upscale home furnishings & interior design, gift boutiques, ritzy hair salons, finer department stores.
- **COMPATIBLE MUSIC STYLES:** Baroque & Chamber, Lite Classical Potpourri, And Romantic Italian Blend.

CLUB & DANCE

- **DESCRIPTION:** The hottest, popular, underground and mainstream dance/ club cuts intended to get bodies moving! The mix includes dance music anthems recorded by club divas and international superstars. Extended and re-mixed versions of popular radio hits are also featured. Fun, energy, and dancing are the focus here.
- **REPRESENTATIVE ARTISTS:** Madonna, Pet Shop Boys, Kim English, Martha Wash, Robin S, M People, Jennifer Lopez, Chaka Khan and Everything But The Girl.
- **FEEL:** Very high energy, toe-tapping, finger-snapping and sweat-inducing.
- **APPEAL:** Nightlife fans; club regulars; athletes, college crowds, party people and those who want to be.
- **MARKETING STRATEGY:** High-energy pubs, bars, pizza and beer, college hangouts, Trendy, cutting edge and youth-oriented fashion retail and accessories as well as workout and athletic establishments.
- **COMPATIBLE MUSIC STYLES:** Acid Jazz, Stylish Pop, Top 40 Hits

DESTINATION SPA

- **DESCRIPTION:** Calming, quiet, tranquil, relaxing music designed to help soothe the emotions of spa, health resort or massage customers. This thoughtful blend of ambient and other instrumental music is peaceful by design.
- **REPRESENTATIVE ARTISTS:** Stephen Halpern Sounds of the Spa, Wurden, Brian Eno, Mark

Rowand, Jon Jenkins, Michael Hoppe, Eric Wollo, Stephen Rhodes, Arif, J Verner

- **FEEL:** Tranquil quiet comforting
- **APPEAL:** Primarily female but unisex with broad demographic of 20's to 60's.
- **MARKETING STRATEGY:** For spas, health resorts, massage rooms, hotels or to create a relaxed environment for any business.
- **COMPATIBLE MUSIC STYLES:** Ambient, classical, new age

DINNER PARTY

- **DESCRIPTION:** A casually cool and timelessly elegant collection of jazz, jazz standards and vocal standards from 50's through the present. This top-drawer mélange of standards and cool jazz blues creates an easy-to-listen-to soundtrack for the astute client looking for a casually sophisticated music presentation.
- **REPRESENTATIVE ARTISTS:** Charles Brown, Kenny Burrell, Ray Charles, Natalie Cole, Aretha Franklin, Groove Collective, Diana Krall, Hugh Masekela, Glenn Miller and Frank Sinatra.
- **FEEL:** Intelligent, comfortable, classic.
- **APPEAL:** Narrow appeal for early retirement boomers to seniors with distinguished taste.
- **MARKETING STRATEGY:** For businesses that want to set a tone and make a casually elegant statement. Furniture stores, specialty retail, bistros, bookstores, classy restaurants, art stores, sundries, clothing boutiques.
- **COMPATIBLE MUSIC STYLES:** Mainstream, cool and upbeat jazz, Eclectic Groove

DISCO BALL

- **DESCRIPTION:** Gentlemen, put on your superfly bellbottoms, ladies, comb your Afro, slip on your platform shoes and pop in the 8-track, we're headed back to the Discotheques for groove oriented beats that will keep your feet moving. Top hits, DJ remixes and Funk based, fun album cuts make up this upbeat, good times for everyone mix. Some you'll remember, some you may not, but all will put a smile on your face.
- **REPRESENTATIVE ARTISTS:** Bee Gee's, Gloria Gaynor, Heatwave, Michael Jackson, Chic, KC & The Sunshine Band, Kool & The Gang, Love Unlimited Orchestra, Van McCoy, Sister Sledge, Sylvester, Donna Summer, Taste of Honey, The Trammps, The Village People.
- **APPEAL:** Extreme mass appeal from younger adults and up to the Boomers who were there at the beginning
- **MARKETING STRATEGY:** Urban/ city/ metropolitan locations seeking a hip and trendy theme such as restaurants, fashion outlets, fast food outlets, bar and grills, college hang outs, hair salons and accessories and theme parks.
- **COMPATIBLE MUSIC STYLES:** Classic R&B, Urban Adult, Old School Funk.

DONUT HOUSE JUKEBOX

- **DESCRIPTION:** 80 Years of Hits from Glen Miller to Steve Miller, Ella Fitzgerald to the Commodores and the Hollies to the Counting Crows. Pop hits from the 30's through today. It's zany and it

appeals to a multitude of generations and is loaded with surprises. You never know what's coming next!

- **REPRESENTATIVE ARTISTS:** Everly Brothers, The Corrs, Chicago, Louis Armstrong, Sheryl Crow, Elvis Presley, Backstreet Boys, Four Tops, The Go- Go's, Frank Sinatra, The Ventures, Lenny Kravitz, Dean Martin, Supertramp, Aretha Franklin, Paul Simon, Chris Isaak, Earth Wind & Fire, Bobby Darin, Bo Diddley, Gin Blossoms, Sugarloaf, Billy Haley & The Comets.
- **FEEL:** Mostly upbeat with mixed textures.
- **APPEAL:** Absolutely everybody - designed for fun businesses that appeal to every generation with emphasis on family gatherings.
- **MARKETING STRATEGY:** Donut houses, fast feeders, novelty/tourism stores, theme nights.
- **COMPATIBLE MUSIC STYLES:** Jukebox Classics, Fun-Time Oldies, Big Band, New Swing

ECLECTIC ALTERNATIVE GEN X/Y

- **DESCRIPTION:** A contemporary blend of Youth Alternative (light), Indie Rock and Top 40 Pop/Rock for the Y generation (born: mid-70s to mid-80's). Gen Y is equal parts college radio and AAA, with a strong emphasis on newer artists (i.e. mid 90's to current).
- **REPRESENTATIVE ARTISTS:** Radiohead, Stereolab, Tahiti 80, Oasis, Morcheeba, Cornershop, Jamiroquai, Belle and Sebastian, Elliot Smith, Saint Etienne, Soul Coughing, Jeff Buckley, Beck, The Verve, Gomez, Granddaddy, Badly Drawn Boy, Coldplay, Ben Harper, Blur, G Love and Special Sauce, Beta Band, Super Fury Animals, Dave Matthews Band, Train, Matchbox 20, Wilco, Zero 7, Supergrass, etc.
- **APPEAL:** An excellent mix for a younger happy hour environment (Upbeat, familiar, unique).
- **MARKETING STRATEGY:** Ideal for youth or college oriented clothing stores wanting a uniquely hip sound. Also great for athletic stores specializing in skateboarding and snowboarding. Good mix for bars and restaurants with a younger clientele (college town).
- **COMPATIBLE MUSIC STYLES:** Stylish Pop, Gen Y Indie Rock, Gen Y Indie Pop, Adult Alternative, Adult Pop Upbeat.

ECLECTIC GROOVE

- **DESCRIPTION:** A very distinguished, mixed bag of light and groovin' adult alternative, gentlemen's blues, soulful reggae, r&b, jazz & worldbeat.
- **REPRESENTATIVE ARTISTS:** Bonnie Raitt, Eric Clapton, Sade, Chris Isaak, B.B. King, Bob Marley, UB 40, Marvin Gaye, Seal, Al Green, Miles Davis, Wes Montgomery, Stevie Wonder.
- **FEEL:** Nice, classy, moderate groove to comfortable, rhythmic upbeat
- **APPEAL:** Intellectual, artistic, creative, contemplative, cultured, worldly, confident consumer. Excellent for sustained listening, for both customers and employees. Perfect for an artistic or creative point of view. Allows a person to relax, concentrate and take their time to explore or indulge.
- **MARKETING STRATEGY:** Gentlemen's business apparel, upscale weekend/sportswear, upscale martini & cigar bar, bookstores, coffee houses, business lunch, casual upscale restaurant/steakhouse.

- **COMPATIBLE MUSIC STYLES:** Smooth Jazz & Vocals, Smooth Jazz Instrumentals, World & Tropical Rhythms, Adult Alternative, and Upbeat Jazz & Vocals.

ELECTRIC BLUES

- **DESCRIPTION:** An amplified collection of the best East & West Coast Contemporary American Blues. Electric Blues is primarily a blend of shuffling Chicago, Texas and Louisiana-style blues deeply rooted in the tradition of true grit, urban humor and sway. Texturally Electric Blues is mostly upbeat, to moderate.
- **REPRESENTATIVE ARTISTS:** B.B. King, Shemekia Copeland, Muddy Waters, Mavis Staples, Sonny Boy Williamson, Koko Taylor, John Lee Hooker, Stevie Ray Vaughn, Clarence "Gatemouth" Brown, Duke Robillard, Albert King, Ruth Brown, Otis Rush, Katie Webster, Blues Brothers, James Cotton, Lil' Ed and The Blues Imperials, Robert Cray, Junior Wells, Bonnie Raitt, Buddy Guy, Bernard Allison, Marcia Ball.
- **FEEL:** Shuffling grounded (gritty with a grin) contemporary blues music.
- **APPEAL:** Strong male and female appeal, fun, energetic, culturally educational and enjoyable.
- **MARKETING STRATEGY:** Active Restaurants, Pubs, Breweries, Sports Bars, Casual Retail, Blues Bars, Cool Espresso Bars, Ribs, Chicago-themed restaurants & bars.
- **COMPATIBLE MUSIC STYLES:** Classic R&B, Upbeat Jazz & Vocals, Adult Alternative

ELECTRO CLASH/POP

- **DESCRIPTION:** "Electro Clash/Pop" refers to the hybridization of pop/rock and electronica. Electro Clash/Pop ranges from 80's New Wave to Vocal Electronica. Though much of the production is synthetic and rhythmically driven, there's always an underlying human element that offers familiarity to the listener (pop remixes and or pop song structure). This style was compiled with fashionable, urban businesses in mind.
- **REPRESENTATIVE ARTISTS:** New Order, Royksopp, Erasure, FC Kahuna, Felix Da Housecat, Miss Kitten, Frou Frou, Gus Gus, Ladytron, Kraftwerk, Mirwais, Playgroup, Imogen Heap, Telepopmusik, Tahiti 80, Human League, The Postal Service, Yaz, Yellow, !!!, Daft Punk, LCD Soundsystem, etc.
- **FEEL:** Sometimes edgy, but very hip. Tempo and energy ranges from medium to fast.
- **APPEAL:** Fashion retailers, trendy bars and urban restaurants desiring a unique, contemporary environment.
- **MARKETING STRATEGY:** Ideal for college to 40 year old clientele (fairly broad appeal).
- **COMPATIBLE MUSIC STYLES:** Gen Y Indie Pop, Gen Y Indie Rock, Upbeat Chill, Stylish Pop, Cub and Dance.

ETHEREAL

- **DESCRIPTION:** A relaxing and languid collage of spirited singer/songwriters, light and airy new age instrumentals, soft and drifting contemporary jazz and gentle world music and rhythms.

- **REPRESENTATIVE ARTISTS:** Enya, Sara McLachlan, Mazzy Star, Joni Mitchell, Morcheeba, Peter Gabriel, Van Morrison, Special EFX, Will Ackerman, Fourplay, David Lanz & Paul Speer, Tangerine Dream
- **FEEL:** A very positive and spiritually uplifting mix from quiet and ethereal to moderate and flowing rhythms.
- **APPEAL:** Intellectual, artistic, creative, contemplative, cultured, worldly, and confident. Excellent for sustained listening, for both customers and employees. Perfect for an artistic or creative point of view. Allows a person to relax, concentrate and take their time to explore or indulge.
- **MARKETING STRATEGY:** Bookstores, personal care, spas, home decorating/interior design/accessories/furniture, gifts and sundries, stationery & cards, art & framing, kitchen and bathroom stores, artsy and refined espresso houses, finer departments or boutiques.
- **COMPATIBLE MUSIC STYLES:** Lite Classical Potpourri, Baroque & Chamber, Mellow Adult Alternative, World & Tropical Rhythms, Smooth Jazz & Vocals

FAMILY FRIENDLY POP

- **DESCRIPTION:** Mostly Adult Contemporary based songs blended with recognizable pop hits from the 70's to the present that are fun, upbeat, positive and designed for the whole family to enjoy.
- **REPRESENTATIVE ARTISTS:** Phil Collins, Elton John, Amy Grant, Cars, 10,000 Maniacs, ABC, Eric Clapton, Baha Men, S Club 7, Chic, Hoku, UB40, Cher, Celine Dion, Hall & Oates.
- **FEEL:** Songs that are easily accessible to all age groups with songs that are upbeat, pop oriented and fun.
- **APPEAL:** Perfectly safe 'n' sane for a family setting.
- **MARKETING STRATEGY:** Great for family restaurants, photo shops, game stores, supermarkets, department stores, toy stores, shoe stores and other retail and appeal outlets that reach a family oriented demographic.
- **DAYPART:** Peak Hours, evenings and weekends.
- **COMPATIBLE MUSIC STYLES:** Fun-time Oldies, Smooth Jazz Instrumentals, Innocent 40's, 50's & 60's, Adult Pop - Upbeat, Adult Contemporary, Kidz Playground, Awesome 80's.

FEMALE URBAN FASHION

- **DESCRIPTION:** "Female Urban Fashion" is a familiar mix of Urban Top 40, Classic Soul, Hip Hop and Modern Soul; all selected with a female clientele in mind.
- **REPRESENTATIVE ARTISTS:** Diana Ross, Usher, Stevie Wonder, Beyonce, Sade, Missy Elliot, Outkast, Alicia Keys, Gladys Knight, Common, D'Angelo, Jay Z
- **FEEL:** Familiar, fun, urban and empowering to women.
- **APPEAL:** This mix spans nearly 4 decades of music and is sure to please those in their teens all the way up to late baby boomers.

- **MARKETING STRATEGY:** Female fashion retailers, beauty salons and female oriented businesses that want to spice up the energy.
- **COMPATIBLE MUSIC STYLES:** Classic Soul, Urban Adult, Urban and Rap, Modern Soul and Pop Divas all have cross over artists and compatibility.

FOLK / MELLOW ADULT ALTERNATIVE

- **DESCRIPTION:** An artfully crafted folk festival of music that combines Contemporary Folk and Acoustic "Wooden Music" with casual adult alternative and acoustic blues. Songs range from slow and thoughtful to moderately tempo – by above average musicians.
- **REPRESENTATIVE ARTISTS:** Josh Ritter, J.J. Cale, Steve Forbert, Crosby & Nash, Greg Brown, Peta Brown, Bob Dylan, Keb' Mo', Loudon Wainright III, David Wilcox, Lyle Lovett, Tim O'Brien, Nanci Griffith, Alison Krauss, John Gorka, John Hiatt, Paul Simon, Nickel Creek, Bruce Cockburn, Chris Smither, Norah Jones, Hank Dogs, Joni Mitchell, Jeffrey Faulcault,, Tom Rush
- **FEEL:** Slow to moderate with a very organic feel, appropriate for an easy-going natural setting and wood décor. Wears well over the course of a casual day.
- **APPEAL:** Intellectual, mature, broad-based, multi-generational, friendly family & community appeal.
- **MARKETING STRATEGY:** Bookstores, specialty coffee shops, fresh food deli's family restaurants & general public, on-hold, waiting/common areas, grocers, drug stores, spas, casually hip office building, malls, nature shops, garden supplies and environmental settings or viewpoints.
- **COMPATIBLE MUSIC STYLES:** Mellow Adult Alternative, Women In Song

FUN-TIME OLDIES

- **DESCRIPTION:** Fun-time is the key ingredient here. A positive, good time is guaranteed for all with uplifting hits from the roots of rock 'n' roll in the '50s through the end of the pop radio era in the early '70s. It's a mixed bag of rock 'n' roll, r&b, pop and soft rock - always with a smile.
- **REPRESENTATIVE ARTISTS:** James Brown, Van Morrison, Stevie Wonder, Marvin Gaye, Supremes, Beach Boys, Elvis Presley, Rolling Stones, Doors, Creedence Clearwater, Chuck Berry, Little Richard, The Temptations
- **FEEL:** Comfortably upbeat and good time.
- **APPEAL:** Mass appeal and very cross-generational. Kids love this stuff too!
- **MARKETING STRATEGY:** Fast food, active family restaurants, family/kids recreation, children's clothing, theme restaurants, burger bars, pizza bars, special promotions, active grocers.
- **COMPATIBLE MUSIC STYLES:** Adult Pop - Upbeat, Classic R&B, Classic Rock and Casual Country.

GEN Y INDIE POP

- **DESCRIPTION:** Gen Y Indie Pop is a blend of more obscure pop, left of mainstream (predominantly "Indie" or released by independent music labels). Gen Y Indie Pop focuses on contemporary Indie acts/albums/labels (new

millennium) and is continually updated to remain current.

- **REPRESENTATIVE ARTISTS:** The Flaming Lips, Beta Band, Death Cab For Cutie, Dandy Warhols, The Shins, Stereophonics, Granddaddy, Polyphonic Spree, Leaves, Stereolab, Cake, etc.
- **FEEL:** College pop sound. Mellow feel, though similar artists to Gen Y Indie Rock.
- **APPEAL:** College appeal (18-22) but will also appeal to younger "aspiring" teens as well.
- **MARKETING STRATEGY:** Ideal for youth or college oriented clothing stores wanting to away from traditional "radio" pop and Top 40. Also a good mix for bars and restaurants with a younger clientele (college town).
- **COMPATIBLE MUSIC STYLES:** Similar to GEN Y INDIE ROCK in terms of the artists, but different in terms of the attention paid to the mood and tempo of the track selections (less aggressive). This mix will also complement the STYLISH POP MIX, well in terms of energy and artist selection.

GEN Y INDIE ROCK

- **DESCRIPTION:** With a target age group of 16-25 (born 1978 to 1987) Gen Y Indie Rock is a contemporary blend of youthful rock left of mainstream (predominantly "Indie" or released by independent music labels). Gen Y Indie Rock focuses on new Indie acts (2000 - 2003) or new albums by older Indie acts that sound current. Gen Y Indie Rock does include some more popular artists (The Strokes, The Hives, The White Stripes, etc.) but these are all artists who, although popular, started as independent groups and embody the "Indie Sound" (i.e. lo fi production, unique instrumentation and fusion of styles).
- **REPRESENTATIVE ARTISTS:** Franz Ferdinand, Clinic, Interpol, The White Stripes, The Strokes, Supergrass, Modest Mouse, Gomez, The Thrills, Black Rebel Motorcycle Club, The Rapture, Spoon, Ima Robot, etc.
- **FEEL:** Predominantly upbeat, often aggressive college rock.
- **APPEAL:** College appeal (18-22) but will also appeal to younger "aspiring" middle-high school students.
- **MARKETING STRATEGY:** Ideal for youth or college oriented clothing stores wanting a uniquely hip sound. Also great for athletic stores specializing in skateboarding and snowboarding. Good mix for bars and restaurants with a younger clientele (college town).
- **COMPATIBLE MUSIC STYLES:** Similar to Gen Y Indie Pop in terms of the artists, but different in terms of the attention paid to the mood and tempo of the track selections (more aggressive). This mix will compliment the YOUTH ROCK MIX, well in terms of energy, but not artist selection (more mature/college).

HIGH-FASHION BOUTIQUE

- **DESCRIPTION:** A hip, contemporary and elegant music mix specifically designed to appeal to the mature female.
- **REPRESENTATIVE ARTISTS:** Saint Etienne, Global Communication, Zuco 103, Ellee Ven, Mo' Horizons, Incognito, Thievery Corporation, Danmass, Madonna,

- Bebel Gilberto, Fila Brazillia, Arling/Cameron, Les Rythmes Digitales, Moby
- **FEEL:** Lightly rhythmic and mixed tempo. Sophisticated, Upscale, Mature
 - **APPEAL:** Mostly high-end females with highly discerning tastes. Successful business professionals who desire quality fabrics and goods.
 - **MARKETING STRATEGY:** Designer boutiques, upscale fashion, trendy coffee shops and hangouts
 - **COMPATIBLE MUSIC STYLES:** Chill Out, Acid Jazz, Spanish Caravan & Stylish Pop.

HIP HOP

- **DESCRIPTION:** This mix represents Hip Hop culture to the fullest and proudly boasts Hip Hop's basic elements – Graffiti, DJing, Emceeing and Breakdancing. With the main focus on Emceeing (rapping), this library provides a great mix of modern day Hip Hop that goes beyond the everyday mainstream titles, bringing to front unique rapping techniques that include Turntablism, Southern Rap, Political Rap, East Coast Rap, West Coast Rap, Jazz-Rap and Party Rap, styles prominent in today's Hip Hop culture.
- **REPRESENTATIVE ARTISTS:** 4th Ave Jones, Afu-Ra, Arrested Development, Asheru & Blue Black, AZ, Bahamadia, Big Daddy Kane, Black-eyed Peas, Brand Nubian, Common, De La Soul, Dj Shadow, Gang Starr, Goodie Mob, Jurassic 5, Ming & FS, Mos Def, NAS, People Under The Stairs, Pete Rock, The Roots, Run DMC, Slick Rick, Spearhead, Talib Kweli.
- **APPEAL:** Teen to 40's age group, male and females.
- **MARKETING STRATEGY:** Urban retail clothing, athletic sportswear, youth retail, skateboard and snowboard shops, college campuses.
- **COMPATIBLE MUSIC STYLES:** Urban & Rap

HOT AC (ADULT CONTEMPORARY)

- **DESCRIPTION:** Mainstream adult oriented Pop music without Hip Hop, Rap, Metal or any other "abrasive" music styles.
- **REPRESENTATIVE ARTISTS:** Backstreet Boys, Phil Collins, Fountains of Wayne, Hootie & the Blowfish, INXS, Madonna, Maroon 5, Jason Mraz, Jesse McCartney, Shakira, Ashlee Simpson, Santana, Gwen Stefani, Rob Thomas.
- **FEEL:** Med - Upbeat, Normal - Excited
- **APPEAL:** Adults and Young adults looking for up tempos and familiarity.
- **MARKETING STRATEGY:** 25 - 55 years of age, mid - upper class, reliable, dependable qualities.
- **COMPATIBLE MUSIC STYLES:** Adult Contemporary, Stylish Pop, Top 40, Urban Adult.

HOT COUNTRY

- **DESCRIPTION:** The hottest and freshest Country hits performed by established and emerging Country music artists. Rockin' high-energy Country Hits from the 90's through today.
- **REPRESENTATIVE ARTISTS:** Trent Willmon, Faith Hill, Cross Canadian Ragweed, Lost Trailers, Kenny Chesney, Van Zant, Rockie Lynn, Rascal Flatts, Gary Nichols, Trace Adkins, Brice Long, Sawyer Brown, Bomshel, Pat Green, Gretchen Wilson
- **FEEL:** Down home, party-time, Rockin' Country fun.

- **APPEAL:** Broad-based appeal with a little more male emphasis. Country, suburban and smaller markets as well as appealing to the urban cowboys.
- **MARKETING STRATEGY:** Great for casual diners and bars, Western apparel shops, cafes, tire and accessory chain stores, Auto Parts chain stores, mini-marts, sports & leisure outlets, various SUV and Truck outlets.
- **COMPATIBLE MUSIC STYLES:** Electric Blues, Classic Rock, and Adult Pop – Upbeat, Fun-Time Oldies.

INDIE / RAP / ELECTRONICA

- **DESCRIPTION:** This contemporary mix offers a diverse selection of various underground music, primarily coming from Rock, Rap and Electronica college music charts (CMJ). Although there is some more mainstream music fused into "Indie/Rap/Electronica", this mix remains 90% cutting edge and focuses on the underground vs. mainstream.
- **REPRESENTATIVE ARTISTS:** The White Stripes, Stereolab, Jurassic 5, Air, Modest Mouse, Grand Daddy, Floetry, Miguel Migs, Weekend Players, Royksopp, Yeah Yeah Yeahs, Blur, Ugly Duckling, Atmosphere.
- **FEEL:** Youthful and diverse. Cutting edge music ranging from aggressive to mellow. Similar to a college music radio station.
- **APPEAL:** College students, hip high school students and young professionals will all know and appreciate the bulk of this music.
- **MARKETING STRATEGY:** Hip fashion retailers wanting to appeal to the college demographic or their aspiration siblings. Late night bars catering to a younger (early 20s) crowd. Skate shops.
- **COMPATIBLE MUSIC STYLES:** Gen Y Indie Rock, Gen Y Indie Pop, Electro Pop, Upbeat Chill, Urban and Rap.

INDIE ROCK & POP

- **DESCRIPTION:** Influenced by, but not limited to Underground Rock, this mix pushes the musical boundaries of today's Modern Rock & Pop with sounds, emotions and lyrical subjects that don't necessarily appeal to mainstream audiences.
- Experimental, whimsical, innocent and sometimes melancholy, this mix also features the many sub-styles within Indie Rock & Pop including Dream Pop, Noise Pop, Space Rock and Emo, making for a true Underground feel.
- **REPRESENTATIVE ARTISTS:** Air, Apples In Stereo, Beck, Cardigans, Death Cab For Cutie, Elf Power, Fountains Of Wayne, Go-Betweens, His Name Is Alive, Hot Hot Heat, Indigo Girls, Jon Spencer Blues Explosion, Aimee Mann, Sonic Youth.
- **APPEAL:** 18-30 year old male and females.
- **MARKETING STRATEGY:** Trendy retail and accessory shops, youth retail, college campuses, café's and pubs.
- **COMPATIBLE MUSIC STYLES:** Hip Hop, Alternative, Stylish Pop.

INNOCENT 40'S, 50'S & 60'S

- **DESCRIPTION:** Time-proven artists and their classic performances that will trigger nostalgic memories.

- **REPRESENTATIVE ARTISTS:** Andrews Sisters, Louis Armstrong, Patsy Cline, Tony Bennett, Frank Sinatra, Ella Fitzgerald, Bobby Darin, Rosemary Clooney, Desi Arnaz, Fred Astaire, Chet Baker, Ray Charles, Nat King Cole, Perry Como, Bing Crosby, Doris Day, Tommy Dorsey, Billy Eckstine, Eydie Gorme, Billy Holiday, Peggy Lee, Johnny Mathis, Mel Torme, Dinah Washington.
- **FEEL:** Sophisticated, sometimes light-hearted nostalgia. All tempos and all styles. From intimate torch singing to blazing big bands.
- **APPEAL:** Mass appeal. Anybody who likes timeless music of all types.
- **MARKETING STRATEGY:** All types of restaurants from classy and upscale to hamburger joints, short-order cafes, and burger & pizza establishments.
- **COMPATIBLE MUSIC STYLES:** Fun-Time Oldies, Romantic Jazz & Standards, Big Band, Brazilian Styles, Upbeat Jazz & Vocals

JAZZ IMPROV

- **DESCRIPTION:** "Straight-Ahead" jazz instrumentals from the 50's and 60's through the present for the pure jazz enthusiast. An outstanding assortment of very artistic jazz from the heyday of jazz including Cool, Be-Bop and Hard Bop.
- **REPRESENTATIVE ARTISTS:** John Coltrane, Miles Davis, Jimmy Smith, Charlie Parker, Art Blakey, Thelonious Monk, Gordon Dexter, Herbie Hancock, Dizzy Gillespie, Michael Brecker, Roy Hargrove, Wynton Marsalis, T.S. Monk
- **FEEL:** Progressive and artistic with a broad energy range from soft and contemplative to smoking!
- **APPEAL:** Wide appeal from Gen X to Boomers; risk-takers!
- **MARKETING STRATEGY:** For businesses that want to set a tone and make a cool statement. Espressos, coffee houses, bars, cafes, bistros, bookstores, sophisticated restaurants, art stores, sundries, clothing boutiques.
- **COMPATIBLE MUSIC STYLES:** Romantic Jazz & Standards, Upbeat Jazz, Cool Jazz Instrumentals.

JAZZY CHILL

- **DESCRIPTION:** A heavily jazz-infused mix of House, Trip Hop, World Beat, Drum and Bass and Underground Pop. Although this mix is all electronic music, it is very melodic and musical-textured with overriding jazz melodies and instrumentation.
- **REPRESENTATIVE ARTISTS:** 9 Lazy 9, De Phazz, DJ Krush, Funky Porcini, Jazzanova, Les Gammas, Mo' Horizons, Moby, Rinocerose, Truby Trio, Ursula 1000, Verve/Remixed Collections.
- **FEEL:** Chill to upbeat. Ambient, elegant, relaxed, sophisticated.
- **APPEAL:** This mix should appeal to stylish males and females in their late teens to late 30's. Given the strong jazzy undercurrents, this mix might be more accessible than most electronic music for an even older demographic.
- **MARKETING STRATEGY:** Ideal for late night bar/dining, martini bars, swank hotels, fashion accounts and trendy retail stores in general.
- **COMPATIBLE MUSIC STYLES:** Upbeat Chill, Chill Out, Stylish Pop, High-Fashion Boutique, Smooth Jazz, Modern Soul

JUKEBOX CLASSICS

- **DESCRIPTION:** Fun and campy timepieces drawing from a massive array of musical styles and eras including pop, rock, r&b, adult alternative, country, jazz and big band. An entertaining mix with something for everyone.
- **REPRESENTATIVE ARTISTS:** B-52's, Jimmy Buffett, Bruce Springsteen, Chuck Berry, Andrews Sisters, Johnny Cash, The English Beat, Eric Clapton, The Cars, Abba, Louis Armstrong, Asleep At The Wheel, Elvis Costello, Patsy Cline, Tony Bennett.
- **FEEL:** A wacky and surprising sing-along that's mostly upbeat.
- **APPEAL:** Mass appeal. Don't know what tunes to put on because you have just about every kind of customer on the planet? Try this. Something for everybody and a great conversation maker.
- **MARKETING STRATEGY:** Hamburger joints, short-order cafes, restaurants, bars, burger & pizza establishments; good family entertainment.
- **COMPATIBLE MUSIC STYLES:** Fun-Time Oldies, Classic Rock, Adult Pop – Upbeat

KITCHEN SINK

- **DESCRIPTION:** A pleasantly unpredictable variety of quality music from up and coming new artists, songs of well-established musicians and legendary performers joined to create a potluck of great music. This eclectic music mix artfully blends adult alternative, folk rock, jazz, blues, smart pop and stylish new groove electronica to create an adventure in music unlike any other.
- **REPRESENTATIVE ARTISTS:** Ambulance, Lou Barlow, Nick Drake, Leo Kottke, Maktub, Roger Miller, Mocean Worker, Van Morrison, Nina Simone, Frank Sinatra.
- **FEEL:** Adventurous, interesting, smart, clever, memorable a-typical
- **APPEAL:** Customers of high discretion looking for something other than the usual predictable music format presentation by genre. Adult public radio listeners will enjoy this, as will boomers due its similarity to the early days of progressive radio – an eclectic variety of music without pretense or fluff.
- **MARKETING STRATEGY:** For casually innovative businesses that are not afraid to feature a stunningly wide variety of truly good songs from all eras. Specialty coffee houses, casually hip retail, cool bistros, bookstores, comfortable restaurants, furniture stores.
- **COMPATIBLE MUSIC STYLES:** Dinner Party, Singer Songwriters, Eclectic Groove, Casual Adult Alternative, Jazz

LATIN ELECTRONICA

- **DESCRIPTION:** A modern mix of Latin influenced electronica ranging from Downtempo Soul to Upbeat Latin House. Though Latin Electronica focuses on electronic production (house, drum and bass, downtempo) it also incorporates organic instrumentation and vocals, usually Latin in origin (Spanish, Portuguese, Cuban, Brazilian, etc.). Latin Electronica is a perfect merger of live and synthetic sound ultimately creating a sexy, exotic mood.
- **REPRESENTATIVE ARTISTS:** Jazzanova, John Beltran, Cuica, De Phazz, Bebel Gilberto, Funky

- Lowlives, Kinky, Les Gammas, Minus 8, Mo' Horizons, Moodorama, Si Se, Ian Pooley, Thievery Corporation, Truby Trio, Tosca, Underwolves
- **FEEL:** Feel ranges from upbeat organic to laid-back and sultry (adjustable). Latin Electronica is about 50/50 instrumental vs. vocal.
- **APPEAL:** This mix should strongly appeal to stylish males and females in their late teens to early 30's. Club goers. Late night cocktails. Upbeat shoppers looking for the latest in fashion. Casual upscale dining.
- **MARKETING STRATEGY:** Ideal for late night bar/dining, fashion accounts and trendy retail stores in general.
- **COMPATIBLE MUSIC STYLES:** Similar to STYLISH POP in terms of the artists, but different in terms of the attention paid to the mood and tempo of the track selections. Very similar to the UPBEAT CHILL mix, but with more organic percussion and Latin vocals. Other compatible mixes include: Acid Jazz, Modern Soul, World & Tropical Rhythms and Spanish Caravan.

LATIN FEMALE FASHION

- **BRIEF DESCRIPTION:** Designed to appeal to Latin females ages 17 to 40 who appreciate the current cross-over Pop Divas like Mariah Carey, Madonna or Alicia Keys along with Dance, Pop (re-mixes) and Latin Rock N' Espanol.
- **REPRESENTATIVE ARTISTS:** Chayanne, Monica, Thalia, BT, Junior Jack, Jenifer Lopez, Shakira, Don Omar, Ha-Ash, Musiq, Destiny's Child, Gwen Stefani, Luis Fonsi, Circo, Floetry, Res, Marly and others.
- **FEEL:** An upbeat and bright mix of popular current Latin Rock/Pop artists blended with Dance Pop Re-mixes and select Urban Pop Divas.
- **APPEAL:** International yet familiar aspects with some of the more contemporary Latin music (chart-driven) songs.
- **MARKETING STRATEGY:** East Coast fashion retail outlets, dance clubs, bars, lounges, shoe stores, cafe's, record stores
- **COMPATIBLE MUSIC STYLES:** Spanish Caravan, Latin Pop Hits, Top 40 Hits, Club & Dance.

LATIN JAZZ

- **DESCRIPTION:** Jazz with a Latin feel and beat. An abundance of Latin percussion. All tempos and intensities. Lots of Salsa. Both vocals and instrumentals.
- **REPRESENTATIVE ARTISTS:** Willy Bobo, Oscar Castro-Neves, Paquito D'Rivera, Eliane Elias, Manfredo Fest, Bobby Matos, Tito Puente, Pancho Sanchez, Arturo Sandoval.
- **FEEL:** Soft and intimate to exciting. Always engaging.
- **APPEAL:** Wide appeal from Gen X to Boomers and, obviously, to Latino Populations; people who love music with a lot of emotion.
- **MARKETING STRATEGY:** A sophisticated way to portray a Latin atmosphere. This music sets a positive celebratory tone. Espressos, coffee houses, bars, cafes, bistros, bookstores, sophisticated restaurants, art stores, sundries, clothing boutiques.

- **COMPATIBLE MUSIC STYLES:** Romantic Jazz & Standards, Upbeat Jazz, Cool Jazz Instrumentals, Brazilian Styles.

LATIN POP HITS

- **DESCRIPTION:** The best mix of contemporary Latin pop music performed by today's top Latin music artists.
- **REPRESENTATIVE ARTISTS:** Christian Castro, Amaral, Estrella, Eduardo Cruz, Go, Diego, Nerd Kids, Diana Navarro, Si Senor, Symbioticos, Le Oreja de Van Gogh, Javier Garcia, Capri, Estefano, Chelo, Liona, Babasonicos
- **FEEL:** An upbeat and bright mix of popular Latin artists from the late 80's to the present.
- **APPEAL:** International yet familiar aspects with some of the more contemporary Latin music (chart-driven) songs.
- **MARKETING STRATEGY:** Retail and apparel outlets, cantinas, lounges of Mexican restaurants, active, contemporary Mexican restaurants. Also, related clothing retail and apparel outlets, theme cafes', regional hardware outlets, appliance outlets, certain theme clubs, sporting goods supply outlets, automotive outlets.
- **COMPATIBLE MUSIC STYLES:** Spanish Caravan, Salsa & Merengue

LITE CLASSICAL POTPOURRI

- **DESCRIPTION:** A light and cheerful blend with a variety of classical periods from duos to chamber to baroque to light symphonic; no solo instrumentation or bombastic overtures.
- **REPRESENTATIVE COMPOSERS:** Mozart, Haydn, Vivaldi, Satie, Bach, Handel, and Stravinsky
- **FEEL:** Concentrates on moderate energy, building from slow lentos to moderate allegros.
- **APPEAL:** Designed for the elegant and refined experience. Although this concept can appeal to anyone seeking an enriched lifestyle, the focus centers on upscale demographics and a life of luxury.
- **MARKETING STRATEGY:** Upscale dining, hotels, jewelry, upscale home furnishings & interior design, gift boutiques, upscale hair salons, finer department stores.
- **COMPATIBLE MUSIC STYLES:** Baroque & Chamber, Romantic Jazz & Standards, Romantic Italian Blend.

MAINSTREAM ROCK

- **DESCRIPTION:** Wanna rock but don't want to alienate people with heavy metal or grunge? This is straight-ahead, good solid, upbeat rock music from the 60's to today without going over the top. Will hold up well for mass appeal or daytime, off-peak use. Includes a little pop with rock influence.
- **REPRESENTATIVE ARTISTS:** Bad Company, Bachman-Turner Overdrive, Rod Stewart, Bruce Springsteen, Cars, Pat Benatar, Boston, Foreigner, Creedence Clearwater Revival, Boz Scaggs
- **FEEL:** Upbeat but not overwhelming
- **APPEAL:** Equal male/female, mass appeal, not alienating. X'ers and Boomers.
- **MARKETING STRATEGY:** Burger & Brew, pizza, fun family diners, blue jeans and tee shirts
- **COMPATIBLE MUSIC STYLES:** Upbeat Rock, Classic Rock, Classic Rock – Then & Now

MARIACHI MIX

- **DESCRIPTION:** Contemporary Mariachi artists performing the traditional ballet folklorico music born in Jalisco over 100 years ago. Mariachi Mix features vocal and instrumental arrangements using primarily trumpet along with violins, harps and guitars in the traditional Mariachi style.
- **REPRESENTATIVE ARTISTS:** Gerardo Reyes, Las Jilguerillas, Amalia Mendoza, Lola Beltran, Emmi, Pablo Montero, Mariachi Sol De Mexico, Yolanda Del Rio
- **FEEL:** A bright and festive mood created especially for dining. Could also apply to businesses that need to create a "South of the border" environment.
- **APPEAL:** Mass, family appeal.
- **MARKETING STRATEGY:** Created for a wide range of Southwestern or Mexican restaurant patrons. Its usage also applies to related clothing and apparel outlets, gift shops, cafes, pubs and related business promotional themes.
- **COMPATIBLE MUSIC STYLES:** Tejano, Tex-Mex and Viva Mexicana.

MELLOW ADULT ALTERNATIVE

- **DESCRIPTION:** Mellow, Adult Alternative is easy to listen to for long periods of time because it politely introduces new music within a familiar and comfortable listening context. It's an adventure in the progressive singer-songwriter tradition that includes today's acoustic and eclectic music with casual integrity - not hype. Great for all-day listening.
- **REPRESENTATIVE ARTISTS:** Holly Lerski, Van Morrison, Josh Ritter, David Gray, James Taylor, Lou Barlow, John Fogerty, David Byrne, David Gray, Feist, Mark Knopfler, Nora Jones, Jack Johnson, Jeffrey Faucault, Sheryl Crow, Lyle Lovett, Paul Simon
- **FEEL:** Eclectic, cool, atmospheric, not too quiet, not too up. Great variety for sustained listening and maintaining interest.
- **APPEAL:** Sophisticated mellow attitude; makes a smart, discerning statement, intellectual, modern, tasteful, deluxe, developed cool.
- **MARKETING STRATEGY:** Hip office space, mellow hangouts, cafes, coffee/espresso, bookshops, alternative clothiers/boutiques, home lifestyle and furnishings/accessories.
- **COMPATIBLE MUSIC STYLES:** Singer /Songwriters, Adult Alternative, Acoustic Vocals & Instrumentals

MELLOW JAZZ INSTRUMENTALS

- **DESCRIPTION:** Cocktail jazz instrumentals in a mellow tone from light and easy to moderate in tempo. With timeless style and finesse, "Cool Jazz Instrumentals" embraces almost any café or fine restaurant, business or retail environment.
- **REPRESENTATIVE ARTISTS & SONGS:** Miles Davis, Thad Jones, Bill Evans, Coleman Hawkins, Wes Montgomery, Dexter Gordon, J.J. Johnson, Modern Jazz Quartet, Chet Baker, Clifford Jordan
- **FEEL:** Relaxed and polished ranging from slow and romantic to moderate and sophisticated.
- **APPEAL:** Very broad appeal for Boomers and Generation X. Sets a mood for romance or just chilling.

- **MARKETING STRATEGY:** Lounges, romantic wining & dining setting, home accessories and sundries, bookstore, fine clothing & business wear.
- **COMPATIBLE MUSIC STYLES:** Mellow Jazz Vocals, Romantic Jazz

MELLOW JAZZ VOCALS

- **DESCRIPTION:** Nice 'n' easy jazz vocalists and standards from the 50's through today from easy, slow and romantic to moderate. Sets a very relaxed and stylish romantic mood. Recommended for customers who only desire vocalists.
- **REPRESENTATIVE ARTISTS:** Sarah Vaughan, Ella Fitzgerald, Diane Schuur, Diana Krall, Harry Connick, Jr., Louis Armstrong, Frank Sinatra, Billie Holiday, Dinah Washington, Tony Bennett
- **FEEL:** Relaxed to moderate; very romantic and sophisticated and nostalgic.
- **APPEAL:** Wide appeal for just about anyone who needs a relaxed and romantic setting. More appeal for boomers and seniors.
- **MARKETING STRATEGY:** Wining and Dining, sophisticated clothiers, business wear, bookstores, home accessories and sundries.
- **COMPATIBLE MUSIC STYLES:** Romantic Jazz & Standards, Mellow Jazz Instrumentals

METROPOLITAN/POP

- **DESCRIPTION:** A mid-down-tempo mix and has been stripped of any extreme style, eliminating the Jazz, Acid, Trip and House elements. If "chill" were mainstream, this mix would be dead center, no lefts, no rights.
- **REPRESENTATIVE ARTISTS:** A Man Called Adam, Afterlife, Bjork, Chocolate Genius, Vanessa Daou, Delerium, Depeche Mode, Dido, Dirty Vegas, Dj Krush, Everything But The Girl, Frou Frou, Funky Lowlives, Goldfrapp, Groove Armada, Helicopter Girl, Clara Hill, Jem, Kaskade, Mandalay, Moby, Morcheeba, Nightmares On Wax, Portishead, Telepopmusik, Underwolves, Zero 7.
- **FEEL:** Leisurely hip, very soothing, relaxing, but active enough to arouse the shopper.
- **APPEAL:** Broad demographics 18-40, with style in mind.
- **MARKETING STRATEGY:** Leisurely paced environments or establishments who want their shoppers to slow down and enjoy the venue's atmosphere.
- **COMPATIBLE MUSIC STYLES:** Chill Out, Millennium Afro Movements, Stylish Pop.

METROPOLITAN POP (UPBEAT)

- **DESCRIPTION:** A mid-up-tempo mix containing various Electronica styles. Can be used as a moderate Dance mix or fashion music, Metropolitan Pop is contemporary and funky with fun, positive attitude, focusing on House beats and funky R&B rhythms.
- **REPRESENTATIVE ARTISTS:** Afro-Mystik, Aquanote, Artful Dodger, Basement Jaxx, Blue 6, Dubtribe Sound System, Jamiroquai, Kaskade, Lady D, Megablaster, Miguel Migs, MJ Cole, Lisa Shaw, Strike Boys, Tei Towa, Truby Trio, Underwolves, Wei-Chi.

- **FEEL:** Upbeat, positive, leisurely hip, with a smooth active/constant motion.
- **APPEAL:** Goes best with fashion environments with broad demographics 18-40.
- **MARKETING STRATEGY:** Leisurely paced environments and establishments who want their shoppers to slow down, enjoy the venue's atmosphere.
- **COMPATIBLE MUSIC STYLES:** Chill Out (Upbeat), Millennium Afro Movements, Stylish Pop (Upbeat).

MODERN DAY CROONERS

- **DESCRIPTION:** The top echelon of more contemporary vocalists singing time tested standards and quality new material.
- **REPRESENTATIVE ARTISTS:** Linda Ronstadt, Harry Connick, Jr., Bobby Caldwell, Luther Vandross, Oleta Adams, Patty Austin, Michael Bublé, Natalie Cole, Randy Crawford, Al Jarreau, Diana Krall, Kenny Loggins, John Pizzarelli, Kenny Rankin, Diana Reeves, Lou Rawls
- **APPEAL:** Everyone who appreciate great songs and great singers and a quality experience.
- **FEEL:** All tempos and styles that work together to create a comfortable, high quality musical experience
- **MARKETING STRATEGY:** Romantic restaurant and lounge settings, smoking rooms, mellow coffee house where one wants to linger and browse, business wear, hotel lounge or café, cool boutiques.
- **COMPATIBLE MUSIC STYLES:** Smooth Jazz and Vocals, Brazilian Styles

MODERN SOUL

- **DESCRIPTION:** Smooth and relaxed mix of feel-good soul, in the tradition of Motown and Stax. Modern Soul has taken all the elements of classic soul (emotional lyrics, strong rhythm, melodic, bass lines) and fused them with modern production standards. Placing equal emphasis on lyrics and rhythm Modern Soul will capture the body and mind with its seductive sounds. Also known as Neo Soul.
- **REPRESENTATIVE ARTISTS:** Sade, Maxwell, D'Angelo, Remy Shand, Zero 7, Alica Keys, Aquanote, Incognito, Lenny Kravitz, Meshell Ndegeocello, Soulstice, Donell Jones, Musiq, India Arie, Angie Stone, Jamiroquai, Res, Count Basic, Naked Music NYC, Prince, Brand New Heavies, Macy Gray.
- **FEEL:** Tempos range from mellow ballads to upbeat soul jams
- **APPEAL:** Due to its eclectic nature and classic feel this mix should appeal to anyone with an ear for soul music (from Motown to Sade).
- **MARKETING STRATEGY:** Ideal music for urban dining and contemporary fashion retailers.
- **COMPATIBLE MUSIC STYLES:** There are some crossover artists that appear in the urban programs, in particular Urban Adult and Urban & Rap. The major difference is, there is absolutely no Rap and a very selective selection of contemporary R&B contained in the Modern Soul mix. Upbeat Chill, Stylish Pop - Upbeat have all proven to be quite compatible with the Modern Soul mix.

NATURAL WOMAN

- **DESCRIPTION:** Established, quality singer/songwriters make up this acoustic based program. Very natural in its sound and delivery, this program also features swinging Jazz classics and distinctive world rhythms.
- **REPRESENTATIVE ARTISTS:** Sarah McLachlan, Cassandra Wilson, Air, Chris Isaak, Paris Combo, Ella Fitzgerald, John Mayer, Carrie Newcomer, Miles Davis, Billy Holiday, Angelique Kidjo, Tres Chicas, Tony Bennett, Diana Krall
- **FEEL:** Relaxed, Holistic, Natural, and Mature.
- **APPEAL:** Female oriented, middle aged appeal with a wholesome, contemporary, non-pop sound.
- **MARKETING STRATEGY:** Casual to sophisticated adult/female fashion as well as Bookstores, Coffee shops, Natural and Holistic outlets, and Health food stores.
- **COMPATIBLE MUSIC STYLES:** Acoustic Pop & Instrumentals, Romantic Jazz & Standards, Smooth Jazz, Eclectic Groove, And Adult Alternative.

NEW YORK INDIE ATTITUDE

- **DESCRIPTION:** "New York Indie Attitude" is an edgy, mood-driven mix of Indie Rock, Indie Pop, Classic Punk, 80s, Hip Hop and Electro Pop. This mix aspires to capture the flair and attitude of New York.
- **REPRESENTATIVE ARTISTS:** Franz Ferdinand, Talking Heads, Blondie, New Order, Prefuse 73, M.I.A., the Clash, the Yeah Yeah Yeahs, LCD Soundsystem, Bloc Party, Stereolab, De Phazz, Le Tigre, Interpol, etc.
- **FEEL:** Fashionable. Ideal for urban youth and young adults.
- **APPEAL:** Focus on a younger, discriminate demographic who pride themselves on being unique and in-the-know.
- **MARKETING STRATEGY:** Edgy fashion retailers, bars and restaurants
- **COMPATIBLE MUSIC STYLES:** Gen Y Indie Pop, Gen Y Indie Rock, Modern Soul and Electro Clash/Pop.

OLD SCHOOL 80's-90's

- **DESCRIPTION:** R&B/Soul music of the 1980's and '90s, this mix is very smooth and polished while remaining mid to up-tempo and funky. Vocals are very soulful. Productions are tight and highly pop-oriented. Styles range from New Jack to Hip-Hop Soul.
- **REPRESENTATIVE ARTISTS:** Paula Abdul, Babyface, Bell Biv DeVoe, Mary J. Blige, Bobby Brown, Cameo, Guy, Whitney Houston, Janet Jackson, Jodeci, Prince, Luther Vandross, Marvin Gaye, Maze, Pebbles, Sade, Salt-N- Pepa, Tony Toni Tone, Stevie Wonder.
- **APPEAL:** 15-45 year old males and females.
- **MARKETING STRATEGY:** Urban diners, bars and pubs, fashion retailers, athletic stores
- **COMPATIBLE MUSIC STYLES:** Urban & Rap, Old School Funk, Modern Soul, Urban Adult, House/Jazz-House.

OLD SCHOOL FUNK

- **DESCRIPTION:** We're headed to SOUL TRAIN! The funkier of funk bands and performers are here to groove you with this selection of back-to-back old school cuts. Some you'll remember, some you may not, but all will put a smile on your face.
- **REPRESENTATIVE ARTISTS:** James Brown, Parliament, Funkadelic, Rick James, Aretha Franklin, The O'jays, The Chi Lites, The Staple Singers, Stevie Wonder.
- **FEEL:** Laid back, cool, urban, nostalgic, fun.
- **APPEAL:** Extreme mass appeal from younger adults and up to the Boomers who were there at the beginning.
- **MARKETING STRATEGY:** Urban/ city/ metropolitan locations seeking a hip and trendy theme such as restaurants, fashion outlets, fast food outlets, bar and grills, college hang outs, hair salons and accessories and theme parks.
- **COMPATIBLE MUSIC STYLES:** Classic R&B, Urban Adult - Upbeat, Disco Ball.

PIANO JAZZ INSTRUMENTALS

- **DESCRIPTION:** A collection of standards and jazz classics featuring the piano in solo and small combo arrangements. All tempos. No horns or vocals.
- **REPRESENTATIVE ARTISTS:** Bill Evans, Duke Ellington, Errol Garner, Charles Brown, Art Tatum, David Lanz, Ellis Marsalis, Thelonious Monk, Nat Cole Trio, Oscar Peterson, Bud Powell, McCoy Tyner, George Shearing, Marion McPartland
- **APPEAL:** For sophisticates with a sense of tradition and uncommon style.
- **FEEL:** Wide variety of tempos and textures within the "piano jazz" context. Focus is on the instrument itself and the artistry of the players.
- **MARKETING STRATEGY:** Romantic restaurant and lounge settings, smoking rooms, mellow coffee house where one wants to linger and browse, business wear, hotel lounge or café, cool boutiques.
- **COMPATIBLE MUSIC STYLES:** Romantic Jazz & Standards, Upbeat Jazz & Vocals, Jazz Improv

POP DIVAS

- **DESCRIPTION:** "Pop Divas" is a mainstream mix of female pop artists who embody the word "diva". This familiar mix blends female Top 40, R&B, Light Rock and Hip Hop. "Pop Divas" is a contemporary mix focusing on the 90's to the present.
- **REPRESENTATIVE ARTISTS:** Madonna, Beyonce, Missy Elliot, Alicia Keys, En Vogue, TLC, Pink, No Doubt, Mariah Carey, Janet Jackson, Jennifer Lopez
- **FEEL:** Fun, upbeat and empowering to women.
- **APPEAL:** Female fashion retailers, beauty salons and female oriented businesses that want to spice up the energy.
- **MARKETING STRATEGY:** "Pop Divas" will demographically have broad appeal due to its familiar nature (well know female artists).
- **COMPATIBLE MUSIC STYLES:** Top 40 hits, Adult Pop Upbeat, Urban Adult all have cross over artists and compatibility.

POP PUNK AND EMO

- **DESCRIPTION:** Pop Punk and Emo (short for emotional) is an accessible, safe mixture of contemporary Punk Rock and Emo Rock that focuses on teen issues (i.e. relationships, rebellion, anger, etc.). Many of the artists contained in this mix currently appear on MTV, mainstream radio and the Billboard Top 100 charts (familiar artists).
- **REPRESENTATIVE ARTISTS:** Green Day, Blink 182, Jimmy Eat World, Weezer, Simple Plan, Good Charlotte, New Found Glory, MXPX, Starting Line, Something Corporate, My Chemical Romance, All-American Rejects, Yellowcard.
- **FEEL:** Extremely energetic feel with a heavy emphasis on loud guitars and catchy vocals.
- **APPEAL:** This music is very popular among Gen Y males, with a target age group of 12 to 25 years of age.
- **MARKETING STRATEGY:** College bars, skate/snowboard shops, fashion retailers that cater to energetic youth culture.
- **COMPATIBLE MUSIC STYLES:** Youth Rock, Gen Y Indie Rock, Top 40 Hits.

RAT PACK

- **DESCRIPTION:** It's the music that you heard in Las Vegas showrooms throughout the 50's and 60's.
- **REPRESENTATIVE ARTISTS:** Frank Sinatra, Dean Martin, Sammy Davis, Jr., Louis Prima, Jerry Vale, Steve Lawrence & Eydie Gormé, Keely Smith
- **APPEAL:** People who hold a special place in their heart for the unbridled lifestyle of Las Vegas nightclub entertainment.
- **FEEL:** All tempos and styles.
- **MARKETING STRATEGY:** Italian restaurants, upscale restaurants, country clubs
- **COMPATIBLE MUSIC STYLES:** Modern Day Crooners, Upbeat Jazz Vocals, Upbeat Jazz & Vocals

REGGAE

- **PERSONALITY:** A captivating and melodic sound that relaxes the mind and body. Being the staple of Jamaica and the Caribbean, reggae gives off a friendly and inviting atmosphere.
- **REPRESENTATIVE ARTISTS:** Bob Marley, Peter Tosh, Lee "Scratch" Perry, Gregory Issacs, Black Uruhu, Desmond Dekker, Freddy McGregor, Pato Banton, Burning Spear, Inner Circle, Kotch, Steel Pulse, Third World, UB40, Ini Kamozi
- **FEEL:** Tropical and summery, the music of the Islands puts people in a light and festive mood.
- **APPEAL:** Rhythmic, relaxing, worldly, and creative. Music that gives you a chance to reflect on the day.
- **MARKETING STRATEGY:** Import/Cultural Stores, Cafes/Restaurants, Spas/Personal Care, Bookstores, Coffee Shops, Gift Shops, Travel Agency, Ice Cream Parlor

ROCKIN' COUNTRY ROADHOUSE

- **DESCRIPTION:** The latest, "hard-driving" Hot Country Hits blended with Rock n' Blues, Upbeat Americana, Classic Rock nuggets from the 60's & 70's and a touch of Classic Stax / Volt Rhythm & Blues.
- **REPRESENTATIVE ARTISTS:** Toby Keith, Carolina Rain, Eagles, Love Dogs, Marvin Gaye, Joe Walsh, Stevie Ray Vaughan, Dwight Yoakam, Marty Stuart, Backsliders, Kenny Wayne Shepherd, Susan Tedeschi, Chuck Berry
- **FEEL:** Upbeat, fun Country Rockin,' Bluesy with an alternative attitude
- **APPEAL:** Rural & Suburban appeal with a country alternative "hip" factor
- **MARKETING STRATEGY:** Roadhouse themed restaurants, western wear, bars, cafes, thematic events
- **COMPATIBLE MUSIC STYLES:** Hot Country, Americana, Fun-time Oldies, Classic Rock, Classic Rock Then & Now, Bar "Happy Hour"

ROMANTIC ITALIAN BLEND

- **DESCRIPTION:** A classy and romantic mix of Italian crooners, Italian/American vocal legends, soft jazzy vocals and instrumentals, acoustic guitar in classical and flamenco styles, light opera and a dash of cocktail.
- **REPRESENTATIVE ARTISTS:** Ennio Morricone, Tony Bennett, Andrea Bocelli, Richard Tucker, Italian Mandolins, Vic Damone, Milva, Luciano Pavarotti, Connie Francis, Paolo Conte, Frank Sinatra, Sergio Franchi, Pino Calvi, Lhasa
- **FEEL:** Relaxing, euro and romantic. Mellow to moderate.
- **APPEAL:** Couples, romantic.
- **MARKETING STRATEGY:** Romantic Italian restaurants/bistros, white linen and candlelight.
- **COMPATIBLE MUSIC STYLES:** Romantic Jazz & Standards, Mellow Jazz Vocals.

ROMANTIC JAZZ & STANDARDS

- **DESCRIPTION:** Cool, soft and low; standards of yesterday and today mixed and stirred with mainstream jazz instrumentals.
- **REPRESENTATIVE ARTISTS:** Tony Bennett, Billie Holiday, Frank Sinatra, Mel Torme, Kenny Rankin, Harry Connick, Jr., Carly Simon, Chet Baker, Stan Getz, Wynton Marsalis
- **FEEL:** Mellow to moderate with just a little groove and light swing.
- **APPEAL:** For the and cool, uptown, intellectual, suave, artistic, charming sophisticate with a sense of tradition. Designed for leisure.
- **MARKETING STRATEGY:** Quiet, romantic restaurant and lounge settings, mellow coffee house where one wants to linger and browse, business wear, martini & cigar, hotel lounge or café, cool boutiques.
- **COMPATIBLE MUSIC STYLES:** Mellow Jazz Vocals, Mellow Jazz Instrumentals, Smooth Jazz & Vocals, Smooth Jazz Instrumentals, and Baroque & Chamber

SALSA & MERENGUE

- **DESCRIPTION:** A hot mix of Latino and Afro-Cuban, Salsa and Merengue pop styles of music. Very festive and dance-oriented to create a party-like atmosphere. Includes a lot of wide crossover Latin Pop sensations.
- **REPRESENTATIVE ARTISTS:** Tito Puente, Celia Cruz, Mark Anthony, Ricky Martin, Alex Bueno, Frankie Ruiz, Ray Sepulveda, Johnny Rivera, India, Giro, Johnny Rivera, Tito Nieves, Afro-Cuban All Stars, Elvis Crespo
- **FEEL:** Mostly up-tempo!
- **APPEAL:** Target audience is male/female 25-54. Appealing to the east coast down through Florida and into the Caribbean. Young and zesty!
- **MARKETING STRATEGY:** Theme restaurants, cantinas, patio or summer theme, regional clothing and apparel outlets, Latin dance clubs, tropical resorts/hotels, pleasure cruises and sporting/summer apparel outlets, sunglasses. A clever and creative solution for the anti-theme in the dead of winter in Alaska.
- **COMPATIBLE MUSIC STYLES:** Spanish Caravan, Latin Pop Hits

SHINY HAPPY PEOPLE

- **DESCRIPTION:** Positive, melodic pop, adult contemporary, sexy r&b, singer/songwriters, oldies divas and light adult alternative in a mixed tempo from moderate to an easy up tempo. Designed for women and great for an entire day of listening.
- **REPRESENTATIVE ARTISTS:** 10,000 Maniacs, India Arie, AWB, Karla Bonoff, Petula Clark, Dusty Springfield, Supremes, Al Green, Marvin Gaye, Sheryl Crow, Fleetwood Mac, Everything But The Girl, Bryan Ferry, Chris Isaak
- **FEEL:** Melodic, light, sexy, thoughtful and rhythmic.
- **APPEAL:** Female sensitivity – primarily for upscale, professional women on the go.
- **MARKETING STRATEGY:** Designed for Female Business. Wears well all day.
- **COMPATIBLE MUSIC STYLES:** Adult Contemporary, Singer/Songwriters, Mellow Adult Alternative, Adult Pop – Soft, Adult Pop - Upbeat

SINGER / SONGWRITERS

- **DESCRIPTION:** Great songs from the best familiar and new contemporary singers and songwriters of today. To help introduce much of this new music in a comfortable and familiar setting, some iconic pop, moderate classic rock and great artist/great album memories are included in the mix to help comfortable introduce new music in a familiar context.
- **REPRESENTATIVE ARTISTS:** Paul Simon, Norah Jones, Van Morrison, Keb Mo, Crosby Stills Nash, John Gorka, James Taylor, Kim Ritchie, Jackson Browne, Greg Brown, Pieta Brown, Browne, John Mayer, John Hiatt, Mark Knopfler, Beth Orton, Nickel Creek, Shawn Colvin, Lyle Lovett, The Eagles, Bruce Cockburn, Bonnie Raitt, Dave Alvin, David Gray.
- **FEEL:** Variety thoughtful, cool, atmospheric, not too mellow, not too up. Great variety for sustained listening and maintaining interest.
- **APPEAL:** Quality, thoughtful, acoustic, calming, familiar tasteful, cool.

- **MARKETING STRATEGY:** Casual dining, relaxed fast-casual, comfortable office, cafes, coffee/espresso, bookstores, boutiques, lifestyle brands
- **COMPATIBLE MUSIC STYLES:** Mellow Adult Alternative, Adult Alternative, Eclectic Groove, Acoustic Vocals & Instrumentals, Adult Contemporary.

SMOOTH JAZZ & VOCALS

- **DESCRIPTION:** Soft groove; a moderate to comfortably upbeat mix of contemporary jazz instrumentals and a sprinkling of smooth adult pop, r&b and jazz vocals. Excellent for sustained listening, for both customers and employees. Romantic, stylistic, artistic and groovin'.
- **FEEL:** Enough energy to support an atmosphere for shopping, working, or dining but soft enough to be relaxing and comforting.
- **APPEAL:** Passive listening, general public, strong female appeal, discerning taste level, artistic senses, intellectual.
- **REPRESENTATIVE ARTISTS:** Al Jarreau, David Sanborn, Peter White, Sade, Sting, Basia, Randy Crawford, Rippingtons, George Benson, Kenny G
- **MARKETING STRATEGY:** General public, on-hold, waiting/common areas, hotel lobby and lounge, grocers, drug stores, department stores, discount stores, medical, office building, gifts and sundries, home decorating, gift cards & stationery, cafes, delis, restaurants, fine lounges, business wear, semi-formal wear, lingerie.
- **COMPATIBLE MUSIC STYLES:** Smooth Jazz Instrumentals, Urban Adult, Eclectic Groove, Acid Jazz, Acoustic Vocals & Instrumentals, and Adult Pop - Soft.

SMOOTH JAZZ INSTRUMENTALS

- **DESCRIPTION:** All instrumental. A select mix of smooth and soft jazz instrumentals that is easy to listen to all day without being disruptive. A great solution if you are looking for mass appeal.
- **REPRESENTATIVE ARTISTS:** George Benson, Acoustic Alchemy, Kenny G, Grover Washington Jr., Earl Klugh, Dave Koz, Peter White, Mindi Abair, Bob James, David Sanborn
- **FEEL:** Easy feeling groove with a slightly urban lean. Relaxed and laid back, with a slight bounce. A great balance of tempo and textures for sustained listening pleasure.
- **APPEAL:** Mass appeal for adults from 20s-60s, especially females and professionals.
- **MARKETING STRATEGY:** Good for all-day play. Various clothing and apparel outlets, restaurants, banks, bookstores, family medical/dental clinics, auto dealerships, personal care, home accessories.
- **COMPATIBLE MUSIC STYLES:** Smooth Jazz & Vocals, Urban Adult, Eclectic Groove, Acid Jazz, Acoustic Vocals & Instrumentals, Baroque & Chamber, and Adult Pop - Soft.

SPANISH CARAVAN

- **DESCRIPTIONS:** A Spanish stew "Paella" for your consumption. Ingredients include the perfect mix of Latin Jazz, Flamenco, Mambo, Brazilian Jazz, Cubop, Salsa, Latin Rock and Latin Electronica.

Contains vocals and Instrumentals for well-rounded rhythmic flavor!

- **REPRESENTATIVE ARTISTS:** Mongo Santamaria, Gal Costa, War, Flora Purim, Gato Barbieri, Santana, Celia Cruz, Gipsy Kings, Ozomatli, Tania Maria, Tito Puente, El Chicano, Joao & Astrud Gilberto, Cal Tjader, Pucho, Willie Bobo, Bernabe Deoron, Stan Getz, Brazil 66, Se Si, Bebel Gilberto, Theivery Corporation.
- **FEEL:** Lively percussion driven, ranging from toe tappin' moderate to full-on heat. Uplifting and highly addictive without being overwhelming.
- **APPEAL:** Those who like to try something different. Cultured, artistic, energetic, creative, lifestyle-oriented, well traveled, social and opinionated. Wide age and income appeal. Great for sustained listening and works well in high traffic environments. A good strategy to implement in Latin neighborhoods and themes.
- **MARKETING STRATEGY:** Southwest Cuisine, Ethnic Restaurants (Basque-Tapas Etc.), Coffee Houses, Artsy Bars, Gourmet Grocery Stores, Travel Agencies, Airlines, Cruise liners, Cigar lounges-shops, Import / Export Retailers, Destination Hotels, Poolside, Ethnic Fast Food chains (wraps etc..) Summer or patio theme.
- **COMPATIBLE STYLES:** Mellow Jazz Instrumentals, Upbeat Jazz Instrumentals, World & Tropical Rhythms, Upbeat Chill and Chill Out.

STYLISH POP – UPBEAT

- **DESCRIPTION:** A mature mixture of adult contemporary pop, light indie rock, electronica, world beat and light dance. Although many of the artists contained in this mix are considered "underground" the mix does contain a percentage of familiar artists and songs that fit with the stylish-contemporary format.
- **REPRESENTATIVE ARTISTS:** Morcheeba, Sade, Soul 2 Soul, Coldplay, Hooverphonic, Massive Attack, Frou Frou, Tahiti 80, Supreme Beings of Leisure, Tori Amos, Bjork, Saint Etienne, Gus Gus, Pizzicato Five, Stereolab, St. Germain, Zap Mama.
- **FEEL:** This program has been edited to exclude slower material (ballads, mood pieces) and focuses on mid to uptempo energy levels
- **APPEAL:** Predominantly female appeal, with a key age target of about 25.
- **MARKETING STRATEGY:** Ideal for late night bar/dining, fashion accounts and trendy retail stores (candle shops, bath and body shops, book stores, coffee houses, import stores, any high end gift shop).
- **COMPATIBLE MUSIC STYLES:** Stylish Pop, Upbeat Chill, Chill Out, Modern Soul, Acid Jazz

TEEN FEMALE FASHION

- **DESCRIPTION:** Upbeat teen, Indie Pop & Rock boy/girl bands, retro-pop remixes, highly energetic and hip while appealing to the typical teen female demographic.
- **REPRESENTATIVE ARTISTS:** Nelly Furtado, Pink, Sounds, Jewel, Michelle Branch, Girls Aloud, Dashboard Confessional, Avril Lavigne, Hilary Duff, Le Tigre, Donnas, Gwen Stefani, Ivy, Like, Click Five, Ashlee Simpson, High Violets, Snow Patrol
- **FEEL:** Upbeat, bouncy, gritty, fun and girlish.

- **APPEAL:** Geared toward female teens, ages 13 to 19 who embrace newness in music, attitude and fashion.
- **MARKETING STRATEGY:** Perfect for teen female fashion and apparel outlets, accessory shops, teen shoe stores, teen departments, personal care and salons.
- **DAYPART:** All hours for teen fashion shops and other youth-oriented outlets.
- **COMPATIBLE MUSIC STYLES:** Gen Y Rock, Gen Y Pop, Alternative, Pop Divas.

TEJANO MIX

- **DESCRIPTION:** The "Country" of Latin Music. The traditional mixture of early Conjunto (accordion music combining waltz and bolero) performed by today's contemporary Tejano artists.
- **REPRESENTATIVE ARTISTS:** Grupo Limite, Gary Hobbs, Selena, Desperado, David Garza, La Fuga, Thalía, Los Palominos, Manolo Fernandez, Los Tigritillos, Grupo Tentacion and others.
- **FEEL:** A casual working class ambience for regional shopping, related business and dining.
- **APPEAL:** Strong male appeal could even provide the ambience for regional pubs and/ or sports bars.
- **MARKETING STRATEGY:** For regional businesses although, some of the music could blend with other music styles to reach a wider business spectrum. As a "Stand-alone" format, it reaches food and service industries and small businesses, pubs, sports bars and certain dining applications.
- **COMPATIBLE MUSIC STYLES:** Viva Mexicana, Mariachi Mix

TOP 40 HITS

- **DESCRIPTION:** A variety of trendy, mainstream pop and "older" cuts from the 80's to the present. Styles include current Top 40, R&B and Alternative as well as classic Pop from the 80's and 90's to present.
- **REPRESENTATIVE ARTISTS:** Jenifer Lopez, John Mayer, Daniel Bedingfield, Avril Lavigne, Puddle Of Mudd, Pink, Vanessa Carlton, Missy Elliott, Christina Aguilera, Police, Cars, B-52's, BB Mak and others.
- **FEEL:** Very representative of the current pop charts as well as familiar upbeat tunes from the 80's. Lots of mixed energy from ballads to rockin'!
- **APPEAL:** Extreme mass appeal from kids to younger adults and beyond. Very mainstream acceptance.
- **MARKETING STRATEGY:** Mainstream, trendy, and youth-oriented fashion stores, active fast food hangouts. Active, contemporary, lounge bar & grills, college hangouts, trendy hair salons, accessories/earrings, shoes, youthful departments.
- **COMPATIBLE MUSIC STYLES:** Alternative, Adult Pop – Upbeat, Club & Dance

TOTALLY AWESOME EIGHTIES

- **DESCRIPTION:** Pastels were big and so was the hair! Aerobics and hypoallergenic makeup became commonplace as first generation rock superstars became more health conscious. And that was just the men! This program is a nostalgic walk back to the 80's, from the inception of M-TV to the discovery of lip-synching pop bands. All of the pop radio superstars from 1980-1989 are covered (including a

few spiked hair and skinny tie bands you may have forgotten) in this fun and familiar program.

- **REPRESENTATIVE ARTISTS:** Michael Jackson, Blondie, Madonna, Duran Duran, Prince, Bruce Springsteen, Cyndi Lauper, Go-Go's, U2, Culture Club, R.E.M, Eurhythmic, Huey Lewis & The News, Tears For Fears, INXS Madness, ABC, Men At Work, B-52s, Police, Motels, Stray Cats, Talking Heads, Joe Jackson, Wang Chung, Dire Straits, Billy Idol.
- **FEEL:** Awesome Fun, lively, familiar, happy
- **APPEAL:** Multi-generational – baby boomers and their kids.
- **MARKETING STRATEGY:** Trendy - thematic and retro fashion locations, active fast food hangouts, Gen-x and college bars and restaurants, trendy hair salons, vintage clothing stores, youth-oriented locations.
- **COMPATIBLE MUSIC STYLES:** Alternative, Adult Alternative, Jukebox Classics, Old School Funk, Bar "Happy Hour. "

TROPICAL TRADEWINDS

- **DESCRIPTION:** A light and breezy feel of tropical songs and instrumentals, which typify a relaxing musical getaway.
- **REPRESENTATIVE ARTISTS:** Maxi Priest, Al Jarreau, Jimmy Buffett, Christopher Cross, Beach Boys, Aswad, Robert Palmer, Paul Simon, Spyro Gyra, Enya, Earl Klugh, Keola Beamer, Kepena
- **APPEAL:** Caribbean in essence and rhythm yet familiar to a wide audience.
- **FEEL:** A free flowing blend of music that typifies the feeling of a warm and sunny vacation getaway. The mood is happy and uplifting.
- **MARKETING STRATEGY:** Travel agencies, theme restaurants, various clothing and apparel outlets, and sports apparel outlets, golf shops, cafes, tropical aquarium stores, gift shops, and tropical destinations.
- **COMPATIBLE MUSIC STYLES:** Brazilian Styles, World & Tropical Rhythms, Reggae

UPBEAT CHILL

- **DESCRIPTION:** An eclectic mix of House, Trip Hop, World Beat, Drum and Bass and Underground Pop; rich with lush melodies and sustaining textures. Although the overall tempo of the music is Upbeat the mood of the mix is consistently mellow, often jazzy. Upbeat Chill relies heavily on synthetic rhythm and melody, with less emphasis on vocals and live instrumentation.
- **REPRESENTATIVE ARTISTS:** Groove Armada, the Freestylers, Dimitri from Paris, St. Germain, Gus Gus, Mum, Layo and Bushwacka, Rinoceros, Miguel Migs, LTJ Bukem, Blue 6, Beanfield, Rae and Christian, Mr Scruff, DZihan and Kamien, Herbert, Masters at Work.
- **FEEL:** The majority of the selections are instrumental and designed to create a relaxed yet social mood. Friendly and elegant.
- **APPEAL:** This mix should strongly appeal to stylish males and females in their late teens to early 30's. Club goers. Late night cocktails. Upbeat shoppers looking for the latest in fashion. Hip & casual bar or hotel lounge.
- **MARKETING STRATEGY:** Ideal for late night bar/dining, fashion accounts and trendy retail stores in general.

- **COMPATIBLE MUSIC STYLES:** Similar to STYLISH POP in terms of the artists, but different in terms of the attention paid to the mood and tempo of the track selections. Very similar to the CHILL OUT mix, but with faster tempos and a bit more energy. Other compatible mixes include: Acid Jazz, Modern Soul, World & Tropical Rhythms and Spanish Caravan.

UPBEAT JAZZ & VOCALS

- **PERSONALITY:** Upbeat jazz instrumentals and vocals from the legendary masters to the leaders in the field today. A touch of swing, R&B and blues adds some snap, pop and sizzle.
- **REPRESENTATIVE ARTISTS:** Louis Armstrong, Oscar Peterson, Ella Fitzgerald, Harry Connick, Jr., Count Basie, Miles Davis, Chet Baker, Diana Krall, Frank Sinatra, Billie Holiday
- **FEEL:** Lively, from moderate to mostly upbeat; fingerpoppin' and groovin' but not overbearing.
- **APPEAL:** Wide appeal; fun-loving energetic, cultured, intellectual, lifestyle-oriented, well read, social, suave.
- **MARKETING STRATEGY:** Active bar & grill/steakhouse/lounge/casual upscale restaurant, active business wear, casual upscale sportswear/weekend wear, coffee/espresso/books, and hotel lounge
- **COMPATIBLE MUSIC STYLES:** Big Band, Romantic Jazz & Standards, Eclectic Groove, Electric Blues, Acid Jazz

UPBEAT JAZZ INSTRUMENTALS

- **DESCRIPTION:** For those who only want instrumentals and consider vocals to be intrusive, we bring you this mix which is consistently and comfortably upbeat. Great artistry that stays very melodic with emphasis on strong melodies. Spans many decades of great jazz from the 50's through today.
- **REPRESENTATIVE ARTISTS:** Miles Davis, Dizzy Gillespie, Wes Montgomery, Cannonball Adderly, Freddie Hubbard, Horace Silver, J.J. Johnson, Modern Jazz Quartet, and Dexter Gordon.
- **FEEL:** Upbeat and grooving but not too intense; very melodic and very little soloing.
- **APPEAL:** Mass appeal.
- **MARKETING STRATEGY:** Sophisticated but casual - restaurants and bars, coffee houses, bookstores, professional clothiers.
- **COMPATIBLE MUSIC STYLES:** Upbeat Jazz & Vocals

UPBEAT JAZZ VOCALS

- **DESCRIPTION:** Upbeat Jazz Vocals only (no instrumentals). This mix is more melodic, familiar and less intrusive than mixing in the instrumentals. Jazz legends from the past and present all come together in this snappy presentation.
- **REPRESENTATIVE ARTISTS:** Diana Krall, Ella Fitzgerald, Louis Armstrong, Chet Baker, Frank Sinatra, Tony Bennett, Harry Connick, Jr., Joe Williams, Sarah Vaughan, Billie Holiday
- **FEEL:** Comfortably upbeat from a swinging medium to lively up tempo but never overbearing.
- **APPEAL:** Wide Appeal; fun-loving, energetic, cultured, sophisticated

- **MARKETING STRATEGY:** Active bar & grill/steakhouse, lounge, casual upscale restaurant, active business wear, casual upscale.
- **COMPATIBLE MUSIC STYLES:** Upbeat Jazz & Vocals, Upbeat Jazz Instrumentals, Big Band, Romantic Jazz & Standards, Electric Blues, Acid Jazz.

UPBEAT ROCK

- **DESCRIPTION:** An upbeat, pumpin' jukebox full of pop/rock, new wave and alternative from the birth of hard rock in the mid '60s up to the present.
- **REPRESENTATIVE ARTISTS:** Blues Traveler, Aerosmith, Jeff Beck, Cake, Blondie, Barenaked Ladies, The Cure, Goo Goo Dolls, Oasis, Cream, Foo Fighters, U2, Franz Ferdinand, Red Hot Chili Peppers, Killers, Wolfmother
- **FEEL:** Constantly upbeat, high energy with strong, rhythmic beats.
- **APPEAL:** Strong, male appeal; fun, boisterous, high-energy, social, meeting friends.
- **MARKETING STRATEGY:** Workouts, peak-time bars, casual wear, jeans & tee shirts, fast food in hip areas, off-campus lifestyle.
- **COMPATIBLE STYLES:** Classic Rock, Alternative, Adult Pop – Upbeat, Electric Blues, Adult Alternative

URBAN & RAP

- **DESCRIPTION:** Assorted hip hop vibes of urban, rap, R&B, trip-hop, and acid jazz. Focus is on current urban chart hits as well as album cuts, with a touch of "old school" classics from the funk masters who started it all thrown into the mix.
- **REPRESENTATIVE ARTISTS:** Aaliyah, B2K, Beenie Man, Brandy, Maxwell, Joe, Destiny's Child, Missy Elliot, Jill Scott, 112, Outkast, Snoop Dogg, Faith Evans, Lauryn Hill, Eryka Badu, Blackstreet, Mary J. Blige, R. Kelley, TLC, Gap Band, Parliament, LL Cool J, Ohio Players, Janet Jackson.
- **FEEL:** Urgent, funky, street-smart, bold and youthful. The energy varies from a laid back funk to bass-driven hip-hop beats.
- **APPEAL:** Strong male appeal but smooth enough for female listeners. Geared towards primarily youth to young adults.
- **MARKETING STRATEGY:** Youth fashion, street-smart fashion and extreme sports, game rooms, urban-wear departments, fast food hangouts, off-campus locations.
- **COMPATIBLE MUSIC STYLES:** Old School Funk, Modern Soul, House/House-Jazz, Urban Adult.

URBAN ADULT

- **DESCRIPTION:** The Urban Adult mix journeys through time with a Smooth and polished mix of softer R&B and Soul rooted in Quiet Storm and Adult Contemporary. Focusing on soulful, meaningful lyrics instead of today's sexual innuendos, its broad range and depth of great music has great crossover appeal and is intended for more than just women who want to hear ballads and welcomes those seeking more than contemporary Urban Radio formats.
- **REPRESENTATIVE ARTISTS:** 112, Anita Baker, Boyz II Men, Natalie Cole, Commodores, Chico Debarge, Johnny Gill, Heatwave, Teena Marie, Maxwell, Brian McKnight, Prince, Jill Scott.

- **FEEL:** Classic, relaxed, romantic and sophisticated with a “GQ,” with a professional, urban vibe. Tempo varies from slow ballads to mid-tempo, on a scale of 1-5, with 1 being slow/ballad and 5 being fast, this mix stays a consistent 1-3.
- **APPEAL:** Any establishments wanting tasteful urban and soulful sounds with a broad timeline.
- **MARKETING STRATEGY:** Fine clothiers, casual and fine dining; Cafes, restaurants, coffee shops and boutiques appealing to urban professionals and families.
- **COMPATIBLE MUSIC STYLES:** Smooth Jazz & Vocals, Pop Hits, Soft Pop, Cellar of Soul, Modern Soul, Classic R&B.

URBAN ADULT - UPBEAT

- **DESCRIPTION:** An upbeat, classy blend of popular R&B vocalists, contemporary Smooth Jazz, and a touch of Classic Soul hits from the past. This mix mirrors it's counterpart, Urban Adult, but with a more upbeat funky feel.
- **REPRESENTATIVE ARTISTS:** 112, Aaliyah, After 7, India. Arie, Babyface, George Benson, Mary J. Blige, Brand New Heavies, Natalie Cole, D'Angelo, Craig David, En Vogue, Aretha Franklin, Funkadelic, Hil St. Soul, Donell Jones, Alicia Keys, Kool & The Gang, Maze, Musiq, Rahsaan Patterson, Prince, Roger Troutman, Angie Stone, Stevie Wonder.
- **FEEL:** Timeless, Upbeat, Sophisticated, “GQ,” with a professional, urban vibe. Tempo varies from mid-tempo to up-tempo, on a scale of 1-5, with 1 being slow/ballad and 5 being fast, this mix stays a consistent 3-4.
- **APPEAL:** Tasteful, funky, reflective, familiar. Music with a moderate to upbeat pace, suited for long-term listening and enjoyment.
- **MARKETING STRATEGY:** Fine clothiers, casual and fine dining; Cafes, restaurants, coffee shops and boutiques appealing to urban professionals and families.
- **COMPATIBLE MUSIC STYLES:** Modern Soul, Classic R&B, Old School 80's & 90's, Urban Adult.

VIVA MEXICANA

- **DESCRIPTION:** Diverse styles of regional Mexican music styles including Mariachi, Tejano, Norteno, Banda, and Ranchero. Upbeat and rich in the flavor and spirit of Mexico.
- **REPRESENTATIVE ARTISTS:** Mariachi Sol De Mexico, David Olivarez, Los Texas Tornados, Gerardo Reyes, Banda Bonnita, Flaco Jimenez, Leo Dan, Los Inquietos Del Norte, El Tiempo, Trio Los Panchos, Grupo Tentacion, Olga Tanon, Los Super Seven Pete Astudillo, Santa Elena, Pham
- **FEEL:** An upbeat and rhythmic collection.
- **APPEAL:** Mainstream family, broad appeal for restaurant or cantina.
- **MARKETING STRATEGY:** Mexican restaurants, cafes, lounges, regional clothing retail outlets, hardware, gardening supply stores, auto supply centers, garages, theme pubs, food markets.
- **COMPATIBLE MUSIC STYLES:** Latin Pop Hits, Salsa & Merengue, And Spanish Caravan

WORLD & TROPICAL RHYTHMS

- **DESCRIPTION:** A spirited stream of world music, rhythmic adult pop, tropical music and instrumentals. Creates a very ethnic and international setting.
- **REPRESENTATIVE ARTISTS:** Afro Celt Sound System, Bob Marley, Gipsy Kings, Angelique Kidjo, Chieftains, Paul Simon, Los Lobos, Bebel Gilberto, Nusrat Fateh Ali Khan, Talvin Singh, Ravi Shankar, Peter Gabriel.
- **FEEL:** Comfortably upbeat to moderate and steady with irresistible beats and rhythms and a very positive flow.
- **APPEAL:** International, intellectual, discerning, creative, world-conscious
- **MARKETING STRATEGY:** Import stores, international/ethnic restaurants & cafes, ethnic clothiers, bookstores, coffee houses, gifts and sundries, body and skin care, tropical destinations, international hotels & boutiques, cruise liners, travel agencies
- **COMPATIBLE MUSIC STYLES:** Upbeat Chill, Chill Out and Spanish Caravan.

WORLD & TROPICAL RHYTHMS - ELECTRONIC

- **DESCRIPTION:** A spirited stream of world music, rhythmic adult pop, tropical music and instrumentals. Creates a very ethnic and international setting. This particular mix focuses on electronically driven world music.
- **REPRESENTATIVE ARTISTS:** Afro Celt Sound System, Angelique Kidjo, Bebel Gilberto, Nusrat Fateh Ali Khan, Talvin Singh, Peter Gabriel.
- **FEEL:** Comfortably upbeat to moderate and steady with irresistible beats and rhythms and a very positive flow.
- **APPEAL:** International, intellectual, discerning, creative, world-conscious
- **MARKETING STRATEGY:** Import stores, international/ethnic restaurants & cafes, ethnic clothiers, bookstores, coffee houses, gifts and sundries, body and skin care, tropical destinations, international hotels & boutiques, cruise liners, travel agencies
- **COMPATIBLE MUSIC STYLES:** Upbeat Chill, Chill Out and Spanish Caravan.

WORLD & TROPICAL RHYTHMS - INSTRUMENTAL

- **DESCRIPTION:** A spirited stream of world music, rhythmic adult pop, tropical music and instrumentals. Creates a very ethnic and international setting. This particular mix focuses on instrumental world music (no vocals).
- **REPRESENTATIVE ARTISTS:** Gipsy Kings, Chieftains, Ravi Shankar
- **FEEL:** Comfortably upbeat to moderate and steady with irresistible beats and rhythms and a very positive flow.
- **APPEAL:** International, intellectual, discerning, creative, world-conscious
- **MARKETING STRATEGY:** Import stores, international/ethnic restaurants & cafes, ethnic clothiers, bookstores, coffee houses, gifts and sundries, body and skin care, tropical destinations, international hotels & boutiques, cruise liners, travel agencies

- **COMPATIBLE MUSIC STYLES:** Upbeat Chill, Chill Out and Spanish Caravan.

WORLD & TROPICAL RHYTHMS - ORGANIC

- **DESCRIPTION:** A spirited stream of world music, rhythmic adult pop, tropical music and instrumentals. Creates a very ethnic and international setting. This particular mix focuses on more organic/traditional world music
- **REPRESENTATIVE ARTISTS:** Bob Marley, Gipsy Kings, Chieftains, Paul Simon, Los Lobos, Talvin Singh, Ravi Shankar
- **FEEL:** Comfortably upbeat to moderate and steady with irresistible beats and rhythms and a very positive flow.
- **APPEAL:** International, intellectual, discerning, creative, world-conscious
- **MARKETING STRATEGY:** Import stores, international/ethnic restaurants & cafes, ethnic clothiers, bookstores, coffee houses, gifts and sundries, body and skin care, tropical destinations, international hotels & boutiques, cruise liners, travel agencies
- **COMPATIBLE MUSIC STYLES:** Upbeat Chill, Chill Out and Spanish Caravan.

ZESTY ITALIAN BLEND

- **DESCRIPTION:** A zesty and lively mix of Italian crooners, Italian/American vocal legends, opera and festive Italian instrumentals featuring mandolins.
- **REPRESENTATIVE ARTISTS:** The Three Tenors, Paolo Conte, Lou Monte, Louis Prima, Frank Sinatra, Tony Bennett, Pink Martini, Bobby Darin, Dean Martin.
- **FEEL:** Energetic, contemporary, lively; can stand up and support a very busy, noisy, lively environment with hard surfaces.
- **APPEAL:** Very Broad, couples, families, professionals
- **MARKETING STRATEGY:** Contemporary or traditional Italian restaurants and bistros.
- **COMPATIBLE MUSIC STYLES:** Use Romantic Italian Mix for mellow, romantic day parts.