

"THE MUSIC BUSINESS IS A CRUEL AND SHALLOW MONEY TRENCH, A LONG PLASTIC HALLWAY WHERE THIEVES AND PIMPS RUN FREE, AND GOOD MEN DIE LIKE DOGS. THERE'S ALSO A NEGATIVE SIDE." HUNTER S. THOMPSON

THERE'S ALSO AN EXCEPTION.
IT BEGAN WITH
ONE HANDSHAKE, TWO MEN, TWO HUNDRED DOLLARS.
IT ENDED WITH
\$950 MILLION AND A HUG.

LIKE MAD MEN AND ENTOURAGE,
A&M IS A ONE-HOUR DRAMA SET IN A
CUT THROAT, EGO DRIVEN INDUSTRY,
WHERE VALUES AND PRINCIPLES ARE
CONSIDERED PROFESSIONAL
LIABILITIES.



UNLIKE MAD MEN AND ENTOURAGE, THIS IS THE STORY OF TWO RENAISSANCE MEN WHO AVOIDED THE SEDUCTION OF THE TOXIC RECORD BUSINESS AND WITH UNFLAPPABLE INTEGRITY GAVE RISE TO THE LARGEST INDEPENDENT RECORD LABEL THE WORLD HAS EVER SEEN.

Alpert: "Could you sign these kids (Karen and Richard Carpenter)?

I really think they're great."

Moss: "Who's going to produce them?"

Alpert: "Jack Daugherty."

Moss: "What's he produced before?"

Alpert: "Nothing."

Moss: "Chuck (Kaye) knows him, he does his lead sheets, you want him to produce?"

Alpert: "Yeah, he's the right guy."

A&M THE SERIES

HERB ALPERT AND JERRY MOSS FOUNDED A&M RECORDS WITH \$200 AND A HANDSHAKE. WITH DECISIONS BASED ON THEIR GUT - NOT BY COMMITTEE

- THEY NURTURED ITS RISE INTO THE WORLD'S LARGEST INDEPENDENT RECORD LABEL. SET IN THE LATE

60's, A&M THE SERIES TAKES PLACE IN AND AROUND THE FAMED STUDIO THAT ONCE WAS THE HISTORIC CHARLIE CHAPLIN STUDIOS IN HOLLYWOOD.

THE SERIES IS TOLD THROUGH THE FIRST PERSON NARRATIVE OF HERB ALPERT'S 18 YEAR OLD NEPHEW, RANDY, WHO FROM A VERY EARLY AGE, HAD THE UNIQUE OPPORTUNITY TO WORK ALONGSIDE SOME OF ROCK'S GREATEST AND MOST INFAMOUS LEGENDS, ALL ALONG NEVER REALIZING THE RARIFIED AIR HE OCCUPIED.

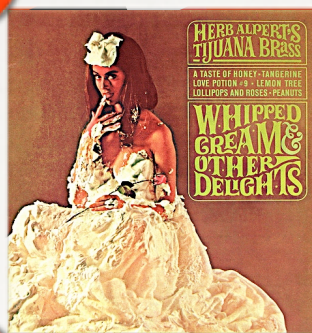
WHILE ALPERT AND MOSS WERE BUSY BUILDING THEIR EMPIRE, RANDY PITCHED IN WHEREVER HE WAS NEEDED...OFTEN CHARGED WITH THE TASK OF CATERING TO THE WHIMS OF ROCK GODS AND GODDESSES. WHETHER IT WAS MAKING SURE THE STUDIO WAS FULLY STOCKED WITH PHIL SPECTOR'S REQUISITE 3 CASES OF MANISCHEWITZ WINE AND A STRAW, OR WAITING TO FINISH HIS PHOTO SHOOT BACKSTAGE WHILE JOE COCKER AND LEON RUSSELL STOPPED TO SHARE A DOZEN NAKED GROUPIES OR FLYING TO BALI FOR SOME SMOKE WITH GEORGE HARRISON, RANDY EXPERIENCED MORE RITES OF PASSAGE THAN ANYONE HIS AGE AS HE WORKED (AND PLAYED) AMONGST THE VERY PEOPLE WHO GAVE BIRTH TO THE PHRASE "SEX, DRUGS AND ROCK AND ROLL".



RANDY ALPERT
AGE 18

TIMING IS EVERYTHING

2012 MARKS THE 50TH ANNIVERSARY OF THE LABEL AND AS CREATORS OF A&M THE SERIES, WE ARE UNIQUELY PRIVILEGED TO BE ABLE TO BE THE FIRST PRODUCERS TO RETELL THE TRIUMPHANT STORY OF A&M RECORDS TO AUDIENCES AROUND THE WORLD. A&M RECORDS EVOLVED FROM AN EASY LISTENING LABEL INTO ONE THAT SUCCESSFULLY ADDED EVERY MUSICAL GENRE GARNERING OVER 200 GOLD RECORDS, NEARLY 100 PLATINUM AND MULTIPLATINUM RECORDS IN THE US AND COUNTLESS AWARDS FROM AROUND THE WORLD. SALES FIGURES AND AWARDS ARE THE LEGACY OF THE A&M STORY.



FOR THE PAST 50 YEARS, A&M MUSIC HAS BEEN THE SOUNDTRACK TO MOST OF OUR LIVES WITH NUMEROUS SUCCESS STORIES IN EACH OF THE LAST FIVE DECADES. THE SUCCESS OF HERB ALPERT'S OWN TIJUANA BRASS AND SERGIO MENDES AND BRAZIL 66 IN THE 60S GAVE WAY TO A MORE DIVERSIFIED ROSTER IN THE 70S INCLUDING THE CARPENTERS, JOE COCKER, PETER FRAMPTON, THE POLICE AND CAT STEVENS. A&M SUCCESSES IN THE 80S AND 90S INCLUDED STING, JANET JACKSON, AMY GRANT, SHERYL CROW AND SOUNDGARDEN, TO NAME JUST A FEW, WHILE CONTEMPORARY ARTISTS SUCH AS THE BLACK EYED PEAS AND MAROON 5 KEEP THE A&M BRAND SHINING BRIGHTLY IN CURRENT TIMES.

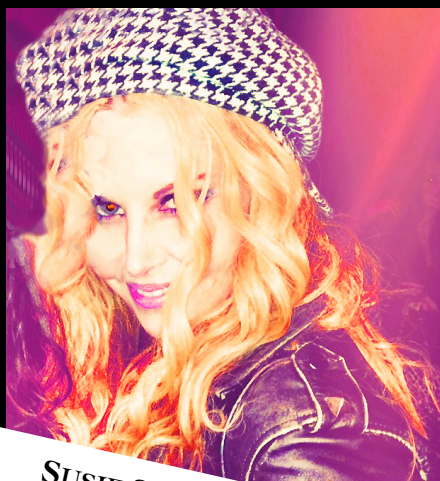
WITH CREATORS & PRODUCERS WHO HAVE PERSONAL HISTORY WITH THE STORY, WITH ARCHIVES OF COUNTLESS SHOCKING, OUTRAGEOUS AND HEARTFELT NEVER-BEFORE-TOLD ACCOUNTS, WITH THE VORACIOUS APPETITE FOR THE ARTISTS AND MUSIC OF THE TIME, AND A STORY WHERE GOOD INTENTIONS TRIUMPH OVER THE GREEDY BASTARDS, A&M THE SERIES IS PERFECTLY POISED TO RECREATE A SENSATION EQUAL TO THE ONE IT IS BASED ON!

THE CREATORS



RANDY "BADAZZ" ALPERT

RANDY "BADAZZ" ALPERT WAS ONLY 22 WHEN HE CO-WROTE AND CO-PRODUCED THE GRAMMY AWARD-WINNING HIT "RISE" FOR HIS UNCLE HERB ALPERT. HE LATER WENT ON TO CO-WRITE THE NO. 1 SONG "HYPNOTIZE" FOR THE NOTORIOUS B.I.G. ALPERT HAS OWNED AND OPERATED LOS ANGELES-BASED SCREAM STUDIOS FOR 21 YEARS, DURING WHICH HE HAS COORDINATED THE RECORDING OF MORE THAN 700 ALBUMS AND SINGLES. ARTISTS WHOSE MUSIC HAS BEEN RECORDED OR MIXED AT SCREAM INCLUDE NIRVANA, U2, PAUL MCCARTNEY, BOB DYLAN, MADONNA, MICHAEL JACKSON, STING AND RIHANNA. HE ALSO SERVED AS A MIXER, RE-MIXER, ARRANGER OR ORCHESTRATOR ON ALBUMS BY QUEEN, JANET JACKSON, OZZY OSBOURNE AND ICE CUBE, AMONG MANY OTHERS.



SUSIE SINGER CARTER

IN 2006, SUSIE SINGER CARTER STARTED HER COMPANY GO GIRL MEDIA AND HIT THE GROUND RUNNING WHEN SHE CO-EXECUTIVE PRODUCED AND WROTE TWO SERIES, CAKE AND DANCE REVOLUTION FOR CBS SATURDAY MORNING AND EARNED A PRESTIGIOUS EMA NOMINATION FOR CAKE. 2007 MARKED HER FORAY INTO THE WORLD OF FEATURES WRITING THE SCREENPLAY AND PRODUCING BRATZ THE MOVIE FOR LIONSGATE AND AVI ARAD PRODUCTIONS. SINCE THEN, SHE'S CREATED, WRITTEN & PRODUCED VARIOUS PROJECTS INCLUDING THE HALF-HOUR ANIMATED PILOT SURVIVING HAWKING FOR FOX TV STUDIOS STARRING BRYAN CRANSTON, ADAM BRODY AND CHRISTINE TAYLOR. IN 2010, SHE SERVED AS CO-PRODUCER ON THE FEATURE FILM, "SOUL SURFER" FOR SONY & MANDALAY WHICH WAS NOMINATED FOR TWO 2011 TEEN CHOICE AWARDS AS WELL AS A PRESTIGIOUS EPSY AWARD.

A&M THE SERIES IS A PROJECT SUSIE HAS ALWAYS WANTED TO PRODUCE AS A LOVE LETTER TO HER FATHER, HOWARD HOLZER. HOWARD, A RENOWN INNOVATOR IN THE RECORDING INDUSTRY, WAS RESPONSIBLE FOR DESIGNING A&M STUDIOS AND ALSO SERVED AS CHIEF ENGINEER. A&M RECORDS REPRESENTS SOME THE BEST (AND LAST) MEMORIES OF HOWARD, WHO WAS TRAGICALLY KILLED IN A PLANE CRASH AT THE AGE OF 46. HOWEVER, HOWARD LEFT AN INDELIBLE MARK ON THE INDUSTRY WHEN HE DEVELOPED THE CSG SYSTEM WHICH ENABLED THE TRANSITION FROM MONAURAL TO STEREOPHONIC RECORDING. BILLBOARD MAGAZINE CALLED HIM "THE GENIUS OF SOUND".



HERB ALPERT HOWARD HOLZER JERRY MOSS