

VH1'S FIRST CO-BRANDED BEHIND THE MUSIC ALBUM IS UNIVERSAL MUSIC ENTERPRISES' VH1 MUSIC FIRST: BEHIND THE MUSIC GO-GO'S COLLECTION

For the first time, VH1, one of music's most recognizable brands, is putting its name on a new **Behind The Music** series of albums. Teaming with Universal Music Enterprises for the first in the new album in the series will be based on special episodes of VH1's "Behind The Music," the cable channel's most popular and acclaimed show. Each album will include the original full-length versions of many of the artist's hits featured on "Behind The Music."

The debut album, **VH1 Music First: Behind The Music Go-Go's Collection** (A&M/I.R.S./UME), released May 23, 2000, will spotlight the recently reformed Go-Go's, whose "The Go-Go's: Behind The Music" episode premieres June 4, 9pm ET/PT.

"This is a co-branding effort that brings together a major force in music television in VH1, the global music leader in Universal Music and the desires of music fans," says Bruce Resnikoff, President, Universal Music Enterprises. "We're proud to be part of the first such venture for VH1."

Adds Ann Sarnoff, Executive Vice President, Business Strategy and Program Enterprises, VH1, "Whenever a 'Behind The Music' is shown, we know that fans have wanted to hear more of the songs from that artist. Now they will be able to get their hands on an album that both connects to the show and is a true 'best of' collection." Notes Allen Kovac, the Go-Go's manager, "The Go-Go's have been trailblazers ever since they began. It's an honor to know that both VH1 and Universal Music consider interest in their story to be so significant that the Go-Go's would be the artist chosen to launch this series."

The Go-Go's are where "girl power" began. The most popular female New Wave/punk band of the '80s, leaders of the Women In Rock movement, this girl group experienced wild times the equal of any male rock band. **VH1 Music First: Behind The Music Go-Go's Collection** is a unique retrospective of the lives and music of Belinda Carlisle, Jane Wiedlin, Gina Schock, Kathy Valentine and Charlotte Caffey. Featuring 17 selections spanning their entire career, from the hits "We Got The Beat" and "Our Lips Are Sealed" to "Speeding" from 1994's reunion album Return To The Valley Of The Go-Go's, each track has been digitally remastered. The packaging also includes liner notes, annotations and photos.

Mixing punk's aggressiveness with bouncy pop rock, the Hollywood-born Go-Go's opened a 1979 U.K. tour for ska-rockers Madness before originally recording the anthemic "We Got The Beat." At first a minor New Wave hit, it led to 1981's double platinum #1-charting Beauty And The Beat and the gold #2-charting re-recorded version of "We Got The Beat" and Top 20 "Our Lips Are Sealed." The gold Vacation the next year hit the Top 10, with a summertime Top 10 single in the title cut and fan favorite "Beatnik Beach." The group's third album, Talk Show (1984), reached only the Top 20 but yielded hit singles in the Top 20 "Head Over Heels" and Top 40 "Turn To You."

Soon after, each member launched solo or other group efforts. When it comes to the history of women in rock, the Go-Go's, as seen on "Behind The Music" and heard on VH1 Music First: Behind The Music Go-Go's Collection, will never go-go away.

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