A&M CD3 . COMING MAY 3

CATALOG NUMBER	ARTIST	SONG TITLES
CC 31001	STING	AN ENGLISHMAN IN NEW YORK UP FROM THE SKIES ▼ SOMEONE TO WATCH OVER ME ▼
CC 31002	SQUEEZE	FOOTPRINTS BLACK COFFEE IN BED ■† TAKE ME I'M YOURS ■†
CC 31003	SUZANNE VEGA	LUKA LEFT OF CENTER ▼† NEIGHBORHOOD GIRL ▼†
CC 31004	ORCHESTRAL MANOEUVRES IN THE DARK	DREAMING GRAVITY NEVER FAILS ▼ SECRET ★
CC 31005	ROBYN HITCHCOCK AND THE EGYPTIANS	BALLOON MAN A GLOBE OF FROGS (ELECTRIC) ■ THE GHOST SHIP ▼
CC 31006	SIMPLE MINDS	DON'T YOU FORGET ABOUT ME ● BASS LINE ■ THE AMERICAN ■

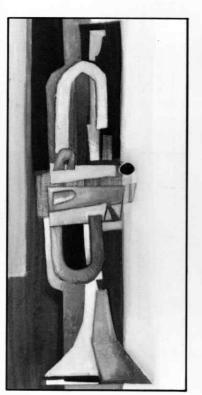
▼Previously unreleased. ■Previously unreleased on any LP.

★Hit 12-inch version.

†Live version.

Extended live version.





DIGITAL PROOF THAT LESS IS MORE.



ON A&M VERY COMPACT DISCS.

A&M CD3s are designed to play in all CD audio players with spindles, including most portable models. Drawer-type and cartridge units may require a readily available adaptor.

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ANNOUNCES A BRAND NEW WAY TO SELL

STING

SQUEEZE

SUZANNE VEGA

ORCHESTRAL MANOEUVRES IN THE DARK

ROBYN HITCHCOCK AND THE EGYPTIANS

SIMPLE MINDS

A&M PRESENTS



MORE GREAT MARKETING

Last year at NARM, A&M brought the industry the first hit cassette single. This year we bring you the first 3-inch CD series of hits.

Launched by six of A&M's biggest artists. In the ongoing tradition of A&M marketing leadership.



· STING CD³

AN ENGLISHMAN IN NEW YORK Current single/hit version.

UP FROM THE SKIES Jimi Hendrix song with The Gil Evans Orchestra. Previously unreleased.

SOMEONE TO WATCH OVER ME From the film of the same name. Previously unreleased.

MORE PRICE APPEAL

The ongoing sales explosion of portable CD players means a younger, price-conscious market for CDs. And A&M's CD³ delivers the goods—so you can sell them for about \$5 each.

A real value for up to 20 minutes of digital music.



• SQUEEZE CD3

CC 31002

FOOTPRINTS
Current single/hit version.

BLACK COFFEE IN BED Live version. Previously unreleased on any LP.

TAKE ME I'M YOURS Live version. Previously unreleased on any LP.

MORE MUSIC APPEAL

There's more than just big name artists on A&M CD³. There's current hit music. Plus collectible songs and performances — never before available on compact disc or album.

Adding up to a unique inventory item with instant positioning power.



· SUZANNE VEGA CD³ cc 31003

LUKA
Top 3 single/hit version.

LEFT OF CENTER

Pretty In Pink hit. Live version.

Previously unreleased.

NEIGHBORHOOD GIRL Live version. Previously unreleased.

MORE DISPLAY ALTERNATIVES

A&M CD³s are made for multiple merchandising: Maximize impulse sales by stocking them in their own A&M CD³ Counter Display. This eye-catching P-O-P piece holds five each of six titles. Yet it's only a foot high and nine inches deep.

Stock individual CD³ titles under your current CD Artist Divider Cards—with full-priced CD catalog. Group all CD³ titles under the special A&M CD³ Header Card.

Or hang A&M CD³ blister-packs from hooks.



ORCHESTRAL MANOEUVRES IN THE DARK

CC 31004

DREAMING
Current single/hit version.

GRAVITY NEVER FAILS Previously unreleased.

SECRET
Hit 12-inch version.

MORE BUYING FLEXIBILITY

You can purchase A&M CD³ titles separately. Or you can order them with the display piece in convenient 30-piece pre-packs—available for timely drop-shipments.

MORE PACKAGING PLUSSES

On the front of the package, the prominently displayed artist's name and A&M's new CD³ logo are a traffic-stopping combination. On the back of the custom-designed unit is a list of all current titles in the new line. A boon for repeat business.

Inside the disposable blister-pack is a smaller 3-inch digipak, for long-term ease-of-storage after the consumer gets it home.



ROBYN HITCHCOCK AND THE EGYPTIANS

CC 31005

BALLOON MAN Current single/hit version.

A GLOBE OF FROGS (ELECTRIC) Previously unreleased on any LP.

THE GHOST SHIP Previously unreleased.

MORE FAMILIAR TERRITORY

A&M's CD³ titles are bar-coded just like fulllength CDs.

They ship just like them—in box lots of 30.

They have the same solicitation period and sales life—even the same returns privileges.

And they'll be supported like albums with ad mats, minis and the long-term commitment you'd expect from A&M.

MORE ON THE WAY

The first flight of six A&M CD³ titles ships for a May 3, 1988 street date.

Look for new CD³s in each subsequent A&M release...throughout the year and beyond.



• SIMPLE MINDS CD3

CC 31006

DON'T YOU (FORGET ABOUT ME) Extended live version. Previously unreleased on any LP.

BASS LINE Previously unreleased on any LP.

THE AMERICAN
Previously unreleased on any LP.