



THE POLICE

EVERY BREATH YOU TAKE: THE SINGLES (\$9.98)

A&M SP/CS/CD 3902

Ship date: Oct. 27

Street date: Nov. 3

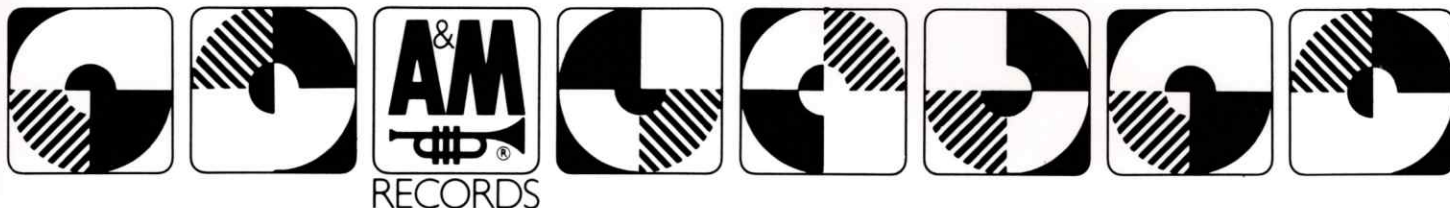
Home Video VC/BC 61022 (list TBD)

**SINGLE RELEASE/PLAN:
"DON'T STAND SO CLOSE
TO ME (NEW VERSION)"**

AM 2879 (7-inch)

SP number TBD (12-inch)

CHR/AOR/DANCE/A-C Workdates: Oct. 8



THE HISTORY:

The Police have sold almost 13 million A&M albums in the U.S. alone. Every one of their five catalog titles is at least platinum. Their most recent studio album, *Synchronicity*, has moved 5.5 million units since its 1983 release. About the only thing this trio hasn't done is a greatest hits collection. Here it is—with a twist.

THE SINGLE:

To give a radio edge to this pre-sold musical package, Sting, Stewart and Andy have done something virtually unprecedented. They've taken their first Grammy-winning vocal hit back into the studio with new lyrics, a new tempo and a new concept. The result is "DON'T STAND SO CLOSE TO ME (NEW VERSION)"—with workdates scheduled to set up the package a month in advance.

THE OTHER HITS:

Here are the biggest original tracks from all five Police albums:

From *Outlandos D'Amour*: their first chart single "Roxanne" and the follow-up, "Can't Stand Losing You."

From *Reggata De Blanc*: the AOR staples "Message In A Bottle" and "Walking On The Moon."

From *Zenyatta Mondatta*: their first Top 10 single "De Do Do Do, De Da Da Da."

From *Ghost In The Machine*: their Top 3 "Every Little Thing She Does Is Magic," their Top 10 "Spirits In The Material World" plus their international hit "Invisible Sun."

From *Synchronicity*: the new package's title track "Every Breath You Take" (with 8 weeks at the top, it remains the longest-running #1 *Billboard* single since its 1983 release)—plus the #1 AOR/#3 CHR "King Of Pain" and the Top 10 "Wrapped Around Your Finger."

THE CAMPAIGN:

The LP, Cassette, CD and Home Video will see simultaneous release and increased retail visibility in a specially-designed all-configuration product bin.

In 10 key markets near key retail locations, we'll launch a special "time-lapse" street sniping attack. Beginning with graphics from the "Roxanne" era, we'll update the Police snipes every three to four weeks to bring us up to the look of the current album.

THE OPPORTUNITY:

Responding to long-standing consumer interest in a Police greatest hits package—and in anticipation of the strongest Police CD demand yet—we're shooting for 1 million units by Christmas. This album is timed to become the "greatest" gift package for the year's greatest gift-giving season.