



Publicity

FOR IMMEDIATE RELEASE

September 12, 1988

A&M + BLUE ROSE = LAUGHS

New Logo Deal Will Spotlight Young, Developing Comic Talent

LOS ANGELES: Gil Friesen, President of A&M Records, announced today the signing of a logo deal with Blue Rose Records, a new company specializing in the presentation of young, promising comic talent. The first two albums emanating from the deal—one a compilation of three comediennes, the other of four comedians—will be released on October 4.

According to the terms of the deal, Blue Rose will find, sign, and develop the comic talent presented on the label; A&M will manufacture and distribute Blue Rose product. After the release of the initial two albums, A&M will have the option to release solo product by any or all of the comics featured on the compilations, and release additional compilations or other types of recordings.

Acting as president of the new Blue Rose operation is Buddy Morra, a partner in the management firm of Rollins, Morra, and Bresner, whose clients include Billy Crystal, Robin Williams, David Letterman, Martin Short, Steven Wright, and other top comedians. It was by way of Crystal, whose Mahvelous album was released by A&M in 1985, that Morra and Friesen began discussing the possibility of an A&M-Blue Rose partnership.

"Not since the 60s," said Friesen, "has there been such an explosion of interest in comedy as now; all avenues of media, movies, television, cable, give exposure to the form. Selecting talent from the huge pool available requires the expert vision of a Buddy Morra."

"This (label) is something I've been thinking about for a long time, and Gil agreed that it was worth doing," said Morra in an interview. "I've always thought of A&M as the Tiffany's of the recording business; when they sign an artist, they hang in for a while, and that's the way we work with our own clients. So when the opportunity was there for a deal with A&M, we naturally took it,

with an eye towards giving some young, talented people an opportunity to get themselves on record. We plan to have some fun, too."

Comediennes Paula Poundstone (a Rollins, Morra, and Bresner client), Diane Ford, and Cathy Ladman will be featured on Women Of The Night, which was recorded live at the Ice House in Pasadena, California. Rollins, Morra, and Bresner have produced two "Women Of The Night" cable showcases for HBO; Poundstone and Ford appeared on the first and second of those shows, respectively, while Ladman has performed for another Rollins, Morra, and Bresner production for HBO, the 12th Annual "Young Comedians" special.

Comedians Will Durst, Barry Crimmins, Jimmy Tingle, and Randy Credico will be featured on the second Blue Rose compilation. Titled Strange Bedfellows, the politically-themed album was recorded in July at Stand Up New York, a Manhattan night club. Crimmins is another "Young Comedians" veteran, while Durst reported nightly on Cable News Network from both the Republican and Democratic national conventions this summer.

The idea of spotlighting three or four performers on a single album, said Morra, came from Gil Friesen, and helps set apart the two Blue Rose albums (both of which will be produced by John Stronack) from other stand-up comedy recordings.

"The compilation format," added Friesen, "allows us to expose many more new and developing comedians as we might have otherwise. What you'll get is the best that each of these performers has to offer."

"For the most part," Morra concluded, "comedy records don't seem to have a particularly long shelf life. And it's a cyclical business; it seems that every six or eight years, a comedy album will bust through, like Robin Williams' first album. We think it's time for that cycle to come around again, and when it does, Blue Rose and A&M will be there to take advantage of it."

#