



## New A&M/Octone Label Formed By Interscope Geffen A&M and Octone President James Diener



**James Diener, CEO/President of A&M Octone. (PRNewsFoto/A&M/Octone)**

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First Release to Be Maroon 5's Long-Awaited Follow-up to 'Songs About Jane'

SANTA MONICA, Calif., Feb. 20 /PRNewswire/ -- A&M/Octone, a new record label announced today, will be home to multi-platinum, Grammy Award-winning modern rock/pop superstars Maroon 5 and breaking gold-selling, alternative rockers Flyleaf. The label's first release will be the highly-anticipated studio follow-up to Maroon 5's debut album, "Songs About Jane," which sold 10 million units worldwide.

(Photo: <http://www.newscom.com/cgi-bin/prnh/20070220/LATU027-a> )

(Photo: <http://www.newscom.com/cgi-bin/prnh/20070220/LATU027-b> )

A&M/Octone will be headed by CEO/President James Diener, formerly President of Octone Records and Sr. VP, A&R/Marketing, for J Records & The RCA Music Group. In the formation of the label, A&M/Octone is acquiring SonyBMG's interest in OctJay, a joint venture between SonyBMG and Octone Records. Artist roster will also include Octone developing acts Michael Tolcher & Dropping Daylight, new signings and select Interscope contributed artists. A&M/Octone will be based in New York City and distributed worldwide by the Universal Music Group. Current A&M roster artists will remain within the Interscope Geffen A&M family marketed under the established A&M name.

"A&M is one of the jewels in our family of labels, which has thrived under the leadership of Ron Fair," said Jimmy Iovine, Chairman of Interscope Geffen A&M Records. "Ever since he became Chairman of Geffen Records, I have been thinking about the next chapter for A&M. Once I got to

know James Diener, and recognized his accomplishments with Octone, I saw the opportunity to marry these two imprints in order to create a new exciting company, in the tradition established by Herb Alpert and Jerry Moss, ideal for these dynamic times."

"The launch of A&M/Octone represents an important new artist-development opportunity for the industry," said James Diener. "I couldn't be more excited, enthusiastic and determined to honor the heritage and tradition of the A&M legacy. On behalf of myself, my Octone executive team and our artists, we are uniquely grateful to Jimmy Iovine and the entire Interscope family -- as well as Doug Morris and the Universal Music Group -- for this endorsement of support and partnership."

In the launch of A&M/Octone, Diener will be joined by his senior executive team David Boxenbaum (General Manager) and Ben Berkman (EVP/Head Of Promotion). Other key A&M/Octone executives to be announced shortly.

Diener began his career in the music business in 1992. He rose to the post of VP, A&R/Marketing at Columbia Records/Sony Music, guiding marketing and creative campaigns for Aerosmith, Bob Dylan, Bruce Springsteen, Pink Floyd, Black Crowes, The Jayhawks, Tony Bennett, Chris Whitley, Roger Waters, Johnny Cash, Iron Maiden, and New Kids On The Block, among others. In 2000, Diener simultaneously formed Octone Records, an independent record label distributed by BMG Music, and was appointed Vice President, A&R/Marketing at J Records, where he signed and developed platinum singer/songwriter, Gavin DeGraw.

As Octone's debut signing, Maroon 5's 2002 "Songs About Jane" has been certified quadruple platinum in the USA and gold/platinum in over 35 countries. The album spawned four platinum singles -- "Harder To Breathe," "This Love," "She Will Be Loved" and "Sunday Morning." Maroon 5 won the Grammy for Best New Artist and the MTV Video Music Award for Best New Artist in 2004. "This Love" won the Grammy in 2005 for Best Pop Performance By A Duo Or Group With Vocal.

Flyleaf's self-titled debut is already certified Gold, charting on Billboard's Top 200 Album Chart for over 50 weeks with two hit singles, "I'm So Sick" and "Fully Alive."

SOURCE A&M/Octone

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**Photo Notes:**

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