



BUTTERFLY ARTIST ROSTER

Destination
Fire & Ice
Graffiti

J.T. Connection
Denise McCann
Bob McGilpin

St. Tropez
Street Corner Symphony
THP Orchestra
Tuxedo Junction

MCA RECORDS

INTRODUCTION:

Having recently closed a distribution agreement with MCA, Butterfly Records has been one of the fastest growing record companies in the industry. Since its first major release in August, 1977, Butterfly has risen from an under-capitalized new company to a multi-million dollar record force.

The progress of Butterfly has not gone unnoticed in the media. When the company was just several months old, KNBC Los Angeles broadcasted an interview with Butterfly Records President A.J. Cervantes in a discussion of a new company's impact on a burgeoning disco market. In May of 1978, 60 MINUTES, CBS' highly rated news program, devoted a segment to a profile of Butterfly Records. They examined the day-to-day operations of the company and the nature of the Disco phenomenon. At the International Billboard Disco Forum in June, 1978, Butterfly received an unprecedented (for a new company) 16 award nominations in various categories. As a wholly owned subsidiary of Multi-Media International, Inc., Butterfly Records and its related companies have mapped expansion plans to include publishing, direct marketing, broadcasting, and other media related projects.

Upon closer examination of the A&R functions at Butterfly, it is interesting to note that, until the recent appointment of Don Sorkin, there was no separate A&R Director. A&R has very much been a part of the overall functioning of the label. Furthermore, the promotion and marketing background of the key executives helps to explain the extremely close relationship between A&R and Promotion that exists at Butterfly.

BUTTERFLY A&R

A.J. CERVANTES: President and Chief Operating Officer

MONA WEINBERG: Secretary & Assistant to A.J. Cervantes



A.J. Cervantes formed Butterfly Records in January, 1977. While primarily concentrating on the overall conceptual and financial direction of the company, he remains firmly involved in the creation of product, its packaging and marketing. He began his career while still attending Webster College, a theatre arts and media school in St. Louis. Concurrent with his education, he was Night News Editor for KMOX Radio, an owned and operated facility of CBS Radio. He received his B.A. in Media Studies, and during the last two years of his academic education he formed Multi-Media, Inc., which was the forerunner of Multi-Media International, an advertising and production agency which dealt in all facets of media, including film and television production, still photography, and sales presentations. Prior to his entry into the record industry, he owned and operated the Maryland Plaza Screening Room, a theatre/restaurant in St. Louis on Maryland Plaza, the site of a multi-million dollar tourist development in St. Louis' central West End. He is still a member of the Board of Directors of the Maryland Plaza Re-development Corporation. From there, he became Director of Marketing and Promotion at Commercial Music of St. Louis, a midwestern record distribution firm which is now a part of the Pickwick Distribution Network, a wholly owned subsidiary of American Can Co. In July, 1975, he became Regional Director, Midwestern Division of Casablanca Records, where he was a key member of the team responsible for designing and developing major promotional campaigns for KISS and Donna Summer. In January, 1976, Mr. Cervantes relocated in Los Angeles as a member of the National Promotion Staff of Chelsea Records. From there he formed Butterfly Records.

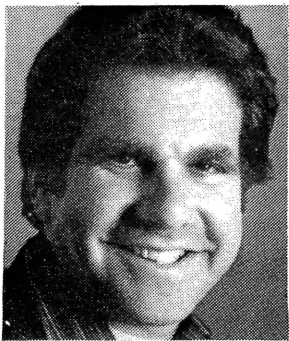
NANCY SAIN: Executive Vice-President



Nancy Sain has been an officer of Butterfly Records since January, 1977. She began her career in the music business at Tetragrammaton Records, serving in various administrative capacities. From there, she operated her own independent promotion firm dealing both on a national and secondary market level. She later went to Casablanca Records in January, 1974 to become Assistant National Promotion Director. Ms. Sain moved to United Artists Records in August, 1975, where she served in various executive positions including National Pop Promotion Director and National Single Sales Director. She was responsible for the promotion of such artists as Paul Anka, War, Electric Light Orchestra, Marlena Shaw and others. She directed an extensive field staff in coordination with the Vice-President of Promotion and served as liason between UA and its independent distribution network. During her tenure at UA, she received the "Promotion Executive of the Year" award given annually by the industry's Pop Music Survey. Ms. Sain oversees general administration of the company and is Director of Sales and Advertising.

MOFFETTA NELSON: Secretary and Assistant to Nancy Sain

DON SORKIN: V.P. of Music Publishing and Director of A&R



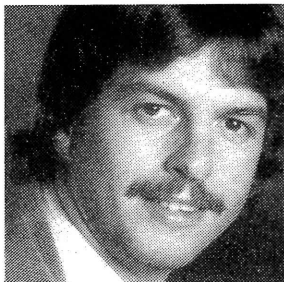
A native of L.A., Don worked as an agent from 1968 through '71 for the Contemporary Korman Agency. He then moved into music publishing for the next four and a half years as General Manager of the West Coast office of Knollwood Music. There he worked on songs of Bacharach and David, Judy Collins and Sesame Street, to name only a few.

In 1975 Don set up the Sorkin Music Company, involved in publishing, production and management. Through his company he negotiated deals for THP and Fire and Ice (produced by Lalo Schifrin) on Butterfly Records; a soundtrack deal on A&M for Ingmar Bergman's Magic Flute; and manages Grey and Hanks who record on RCA.

After a series of business dealings with Butterfly, A.J. Cervantes recently asked Don to join him at the label. Don points out that although he is wearing two hats at Butterfly, the A&R and Music Publishing Departments are two separate entities. The label will maintain its disco orientation, and through the new MCA distribution agreement, is planning to release

between 18 and 24 albums a year. It is in the area of publishing that Don sees the chance to diversify Butterfly's musical base. It is worth noting here that his first priority is to close sub-publishing agreements around the world on the Butterfly catalogue.

JOHN DAVIS: V.P. of Promotion



John began his career at Big State Distributors in Texas in 1971, doing local promotion. He moved to Decca Records in 1972 to cover local promotion in Dallas. He later transferred to Los Angeles and served as Regional Promotion Director for Elektra Records from 1973 to 1976. Elektra transferred him to New York City where he worked National Promotion. Before coming to Butterfly, John was General Manager for Marcellino and Larsen Productions. John began work at Butterfly as Director of National Singles Promotion and was recently promoted to his present position.

JUDY SAKAWYE: Director of International Operations



Judy began her record industry career as a Quality Control Engineer for A&M records from 1968-1973. She later became Assistant to the President of Warner/Spector Records through 1974. In 1974, she was appointed A&R Production Assistant for UA Records, and later became Production Assistant for Turman/Foster Productions, from 1976-77. Before joining Butterfly Records, she was an Assistant Manager at Trudy Green Management. Ms. Sakawye is a key assistant to A.J. Cervantes and has recently been promoted from her original position as Director of Special Projects.