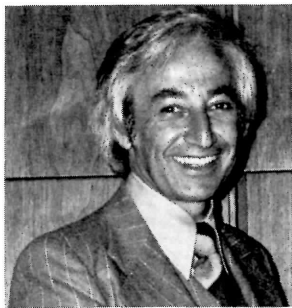


ART KASS: President



JOANNE ZINN CORDERO: Secretary to Art Kass

Art began working in the music industry as head of the royalty department at MGM. He was soon promoted to Director of Business Affairs and then Assistant to the President. In that capacity he was responsible for negotiating major contracts, including a distribution agreement for Kama Sutra Records. After 5 years with MGM, Art left to become Comptroller and then Executive Vice President of Kama Sutra Records. As Chief Operating Officer of Kama Sutra, along with the three owners, Artie Ripp, Phil Steinberg and Hy Mizrahi, Buddah Records was formed as an independent distributed label. In 1967 Kass was instrumental in hiring Neil Bogart as General Manager of Buddah. Shortly after Buddah was purchased by Viewlex, the original partners left the label. Art Kass and Neil Bogart then assumed joint leadership of the Buddah group. In November 1973, Art Kass assumed sole presidency of the Buddah Group as Bogart left to form Casablanca Records.

CHUCK WALZ: Vice President



CHARLENE BRACCO: Secretary to Chuck Walz

Born in Jersey City, N.J., Chuck attended Waynesburg College in Pennsylvania. After graduating college, he began working in operations management for the very conservative Chubb & Sons Inc. Somewhere along the way Chuck began to feel as if he had reached a plateau from which further advancement would be a long time in coming and he became restless, looking for a change. In 1975, he took a position as Eastern Regional Sales Director at Buddah Records and by April of that year moved up to National Sales Manager. Walz gradually then began taking on more responsibility until about 1978, when he was promoted to Vice President and General Manager of Buddah Records. At present, Chuck is responsible for all day-to-day operations of the label as well as the newly established Sutra situation.

BILL HARPER: Director of Pop Promotion

CONVERSATION WITH ART KASS AND CHUCK WALZ

- Q:** Please explain the relationship between Buddah, which is distributed by Arista and your new Sutra label.
- K:** Basically, we have three more years to go with Arista but Michael Henderson is really the only active artist that is now on on the label. The agreement we've worked out with Arista to start the new label is based on first refusal but is really based on the type of artist and their release schedule. Arista did not want to put out all of the product that we had since some would be competing with their own releases.
- Q:** Is there a specific kind of product that you'll lean toward?
- K:** No, just hit product. In fact, in our first releases, one is an R&B single and album and the other two POP singles with albums behind them. Whatever we hear as a hit, and sticking with the trends of the time.
- Q:** Speaking of trends, what trends do you see now taking place?
- K:** Well, Dance oriented records are still viable and easier to break because you still have a certain amount of access to dance clubs. But a hit song, no matter what kind of music, will usually come up somewhere as a hit record.
- Q:** What will you be doing in the area of music publishing?
- K:** I still have a year to go with United Artists, who administers all of Buddah's publishing as well as mine. When the administration deal with U.A. is up then we'll probably set up a new publishing situation.
- Q:** What about foreign distribution for the label?
- K:** We're putting all the Sutra products with the same licensees that have Buddah Records. We're not making new deals for Sutra unless we don't have a licensee in a given area. In fact we are going to keep the Buddah label rather than to try and establish a new label internationally.
- Q:** Back to your domestic distribution situation, does Sutra have to be an independently distributed label as long as Buddah is distributed by Arista?
- K:** No, Sutra has absolutely noting to do with Buddah Records. It was our choice to go independent.
- Q:** I understand there is also another label here called Becket Records. How does that fit into the new set up?
- K:** Becket Records is a label that is 50% owned by Morris Levy and 50% by Ira Pittleman, who are also partners in I&M Teleproducts which specializes in compilation packages. Their two best known recent products that were retail oriented were the Studio 54 package and the current Winners package. As an outgrowth they are producing new artists, not just compilations. It is a unique situation in that although Becket is not distributed by Sutra, we will share the same marketing and promotion staff and Art and I will oversee these functions. The first two artists on Becket are Quinella and Wize.
- Q:** What about A&R for Becket?
- W:** That will be taken care of by Ira and Morris, primarily Ira, but we work very much as a family here and will probably all listen to each other's product.
- Q:** While we are discussing A&R, who will be responsible for this at Sutra?
- K:** Chuck does the initial screening then we'll listen together.
- Q:** Have you set any limit on the number of acts to be signed?
- K:** Well, no specific number, but we're going to keep it small and manageable.
- W:** We're going to work each artist's record for as long as is necessary. If we keep getting positive vibes on that record we'll work it, even if it takes 6 or 7 months. Realistically you can't work five records like that at the same time. Our roster will thus depend very much on how our records are doing.

Q: What about jazz product?

W: We have about 6 jazz albums that will be out on Sutra and the new Versatile Records material, which we have recently acquired, will be out shortly, most probably on Buddah, with future Versatile related products on Sutra.

Q: What about staff . . . Will you be adding to your staff?

K: Primarily we have added a Pop promotion head and will add another person as head of R&B promotion, and that's all we'll do to start with. We'll also use independent promotion people in both areas as we need them. And of course Chuck and I will be participating in this company in every phase.

Q: What are your first releases on Sutra Records?

W: The first release is Rhetta Hughs with an album and a single that is primarily R&B product; and Charlie Fletcher with a Pop single, he's a singer-songwriter; the other will be Michael Mauro.

Q: Have any of these artists had any other releases?

W: No, These are all new artists. In fact, that is part of the reason for this new label. Arista didn't want to release as much product as we were giving them, especially new artists. This was the primary reason for the establishment of Sutra Records.

ARTIST ROSTERS

BUDDAH

MICHAEL HENDERSON
HANK CRAWFORD (VERSATILE)
CALVIN NEWBORNE (VERSATILE)

SULTRA

RHETTA HUGHES
CHARLIE FLETCHER
MICHAEL MAURO
ARCHIE BELL
ADRIAN JOHN LOVERIDGE

BECKET

QUINELLA
WIZE
NEW DAY BAND