

INTRODUCTION

In a brief conversation with Carl Maduri he explained that, following the initial (1976) success of Sweet City-Epic Records, in 1978 Midwest National was established. The label, then to be distributed by Mercury Records, was to be more AOR than Sweet City. Today both labels are independently distributed and Carl points out that Midwest National is, in effect, an affiliate of Sweet City. He intends to maintain the initial distinction between the labels, however, with Sweet City maintaining its Top 40-Pop-R&B identity and Midwest National geared more toward AOR. Carl also wishes to keep the roster very small, with no more than 3 or 4 acts per label. He goes on to point out that, in some cases, Belkin-Maduri will shop for another label for some of their acts when they feel overloaded. As an example, Carl notes the recent signing of a group called Breathless to EMI-America. "We make a complete commitment to the acts that we sign. As a small independent we do our own marketing and promotion and we can stay with an act as long as it takes." With this in mind, Carl notes that he must maintain a small manageable roster and can't afford to sign artists to the label if he's not going to be able to give them all the time they require. Maduri seems to enjoy running the label at this level and insists he is not interested in another major distribution situation for the time being.

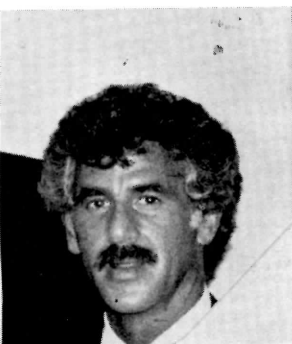
CARL MADURI: President of Sweet City/
Midwest National, V.P. of Belkin-Maduri Mgmt.



SHEREE BINDERNAGLE: Secretary and Assistant to
Carl Maduri and Mike Belkin

Carl grew up in Cleveland and entered the music business in the mailroom of Mercury Records. In 1955 he moved into local promotion for Mercury while also working as a performer and independent producer. As a matter of fact, Carl wrote the original Hula Hoop Song recorded by Teresa Brewer with sales upward of 1/2 million copies. In the early sixties, Maduri was released as an artist on Roulette, Mercury and other labels. In 1965 Carl became Regional Promotion-Director for Warner Brothers Records until 1969 when he moved to the West Coast as Director of National Promotions for KAPP Records in L.A. In 1971 he returned to Cleveland as V.P. of Belkin-Maduri Promotions and Management. At that time the company intended to diversify into records which was Carl's responsibility. In 1973 Carl produced "The Morning After", by Maureen McGovern for the 20th Century Fox picture "The Poseidon Adventure". The record sold over 1 million copies. In 1976 Sweet City-Epic Records was formed. The first release on the label was "Play That Funky Music" by Wild Cherry which Carl co-produced. That #1 record also sold over 2 million copies. Since that time, the label has also enjoyed success with releases by a band called O and recently La Flavour.

MIKE BELKIN: President of Belkin-Maduri Mgmt., V.P. of Belkin Productions



Mike entered the music business after a short stint as a pitcher for baseball's Milwaukee Braves. In 1966 Mike, and his brother Jules, decided to try concert promotion in the Cleveland area. The first show they booked was the Four Freshmen which did so badly it almost convinced them not to go on. They stayed with it, however, and have since become the most successful promotion team in their area. Their subsequent promotions have included performances by The Rolling Stones, Bruce Springsteen, Fleetwood Mac, ELO and the list goes on. In 1969 the management company was established with The James Gang as their first client. Belkin-Maduri Management has also managed Wild Cherry, and are currently handling The Michael Stanley Band and Breathless (on EMI-America).

CHRIS MADURI: V.P. of Promotion and Artist Relations **PATTI DEL VILLAN:** Secretary and Assistant to Chris Maduri



Carl Maduri's second son, Chris, began at Sweet City in 1976 working in research. Upon release of their first record, "Play That Funky Music", Chris became involved in secondary radio promotion. In the summer of 1977 he was instrumental in breaking a record called "Dancin' Man" by Q and by January 1978 was made Vice President of Promotion for Sweet City. At that time Chris also began screening material for the label. At present he and the Sweet City staff receive some 10 to 12 tapes a week. Chris also spends considerable time visiting local clubs and scouting talent for the label.

WHO'S WHO IN A&R AT SWEET CITY/MIDWEST NATIONAL

JIMMY FOX: Director of Artist Development, National Sales Director



Jimmy left Kent State University in 1968 to form The James Gang with Joe Walsh and Dale Peters. Fox was the drummer and spokesman for the band. The group enjoyed 3 gold albums; "Rides Again", "Thirds" and "James Gang Live at Carnegie Hall." In 1976, after the break-up of the band, Jimmy joined Belkin-Maduri Mgmt. as a co-manager. When the label was established he also became involved in both sales and Artist Development. At present Jimmy works as a liaison between the artists, the management company and the artists' respective labels.

JOEL ROTHSTEIN: Associate Director of National Promotion



In 1970 Joel broke into the music business as assistant to Chuck Dunaway at WIXY in Cleveland. He worked there for two years. From 1972 through 1977 Rothstein became increasingly involved in management and booking local Cleveland artists. Then in the Fall of 1977, Joel joined Sweet City Records working in secondary radio promotion. In the winter of '78 he left Sweet City to become National Promotion Director for Mirus Music in Cleveland. A year later Joel re-joined Sweet City and is currently in charge of working with the national trade publications and Associate Director of National Promotion.