

ENIGMA

In 1978, William Hein, Wesley Hein and Steve Boudreau established Greenworld Records, primarily as an importer and distributor of records. Gradually they also took on domestic independents for distribution as well. In 1981 a group came to them for distribution of their own record that had already been passed on by every major record label...Not only had they been passed on, but their music was generally hated by the A&R directors at the major labels. Wesley Hein notes, "We seem to do very well with bands that the A&R people just loathe."

The principals at Greenworld were all of the opinion that what the band needed was a label, not just a distributor, so Leathúr Records was organized to release the band's album. The group was MOTLEY CRUE and the initial success of that record coupled with their strong and extensive live performances led Elektra-Asylum to pick up the album and the band. That album, "Too Fast For Love", has since been on the charts for more than 30 weeks.

The record company name was then changed to Enigma and, although their next two releases did very little, the third release on the label was another band that everyone else had turned down called BERLIN. This time it was Geffen Records that took over the group and the record.

In late '82-early '83, Enigma decided to expand its operation and began hiring its own promotion and sales staff. Their release schedule was then 3 to 4 records per month. By July 1983, the company had doubled its staff and the release schedule had grown dramatically to an average of 2 albums per week. The majority of these releases were in collaboration with other small labels. A typical such arrangement can be seen with the current release of THE UNTOUCHABLES, which is a joint record venture between Enigma and Twist Records. Together they work on marketing and promotion while Enigma handles the manufacturing and distribution.

Also in July 1983, Enigma signed an agreement with EMI Records whereby the two labels mutually select acts they feel could use alternative marketing, and these are signed to the Enigma-EMI label. Such artists are initially marketed and promoted by Enigma and then jointly handled by the two labels through the Capitol-EMI distribution network. A prime example of this arrangement can be seen with the current release of THE RED HOT CHILI PEPPERS. Other acts included in this agreement are: THE WHITE SISTERS, THE DEL LORDS, THE CRUZADOS, and THE MALAPOETS.

From July 1983 to June 1984, Enigma's sales have increased some 350%. With over 200 albums now in their catalog, Enigma's alumni can be seen on various major labels. The most recent example is the Atlantic group, RATT, whose album was originally released on Time Coast Records, manufactured and marketed through Enigma.

Two recent signings to the Enigma label are THE RAIN PARADE and STRYPER and the label is actively seeking international licensing for these projects as well as other records in their catalog.

ENIGMA'S ROSTER

Agent Orange	The Effigies	Outer Circle	Stryper
Dino Archon	Exciter	Pandemonium	The Subhumans
Armored Saint	The Fibonaccis	Gary Panter	The Superheroines
Battalion Of Saints	The Friends	Polyphonic Size	The Sufaris
Bitch	45 Grave	The Pool	Systems Of Romance
Blood On The Saddle	Scott Goddard	Iggy Pop	The Targets
Rocky Burnette	Great White	Primal Danse	Tex And The Horseheads
Ray Campi	Green On Red	Psychobud	The Thought
Cathedral Of Tears	The James Harman Band	Rain Parade	Total Destruction
Chunks	Husker Du	Ratt	Tragicomedy
Circle X	The Hypnotics	Red Beret	Trouble
Cirith Ungol	Jon And The Nightriders	Red Wedding	John Trubee
Clay Allison	The Joneses	The Reverbs	T.S.O.L.
Code Blue	Leather Angel	The Romans	Tsunami
Cracks In The Sidewalk	Legal Weapon	Satan	20/20
The Cramps	Craig Leon	Jon St. James	The Unknowns
The Crewd	Lizzy Borden	Savage Grace	The Vandals
Demon Flight	Mal And Val	The Scrooge Bros.	Volumatix
The Descendents	The Minutemen	Secret Hate	Wall Of Voodoo
The Dicks	Mnemonic Devices	Shattered Faith	Warlord
Doll Congress	The New Marines	Silver Mountain	Witchkiller
Dream Syndicate	The Nip Drivers	Slayer	Yello
The Effect	Obsession	SSQ	Znowhite

WESLEY HEIN, PRESIDENT



As president, Wesley Hein oversees all activities of the label including A&R, production, distribution, promotion, and business affairs. Wesley Hein is a founding partner of Enigma Records and its sister company, Greenworld Distribution.

WILLIAM HEIN, DIRECTOR



On August 15, 1985, William Hein left his post as president of Enigma Records and assumed the role as president and chief financial officer of Greenworld Records Limited--Enigma Records' parent company. William Hein is a founding partner of Enigma Records and its sister company, Greenworld Distribution.

EC (ENIGMA CAT), V.P. & GENERAL MANAGER



EC oversees the overall operation of the company.

JAY ZISKROUT, NATIONAL PROMOTION DIRECTOR



Jay heads the promotion dep't., which includes areas of retail, publicity, video, artist relations, advertising, college and commercial radio, etc. In addition, he works closely with EMI to co-ordinate promotion on their joint releases.

SANDRA GUSTCHEN, NATIONAL RETAIL DIRECTOR

Sandra works with independent stores nationwide, providing promotional materials and developing and following through on advertising campaigns (often in conjunction with in-store appearances).

RICK ORIENZA, DIRECTOR OF PRESS & PUBLICITY



Rich Orienza joined Enigma Records in July, 1984 as director of press and publicity. He has worked in the areas of marketing, advertising, public relations and sports promotion, and most recently, as a free-lance writer and publicist in Los Angeles. His current responsibilities for Enigma include overseeing all press- and publicity-related activities for Enigma Records and their roster of artists.

ROBBIN NAGATOSHI, OPERATIONS MANAGER



Robbin handles the overall day-to-day operations of the office. This encompasses everything from production assistant, accounts receivable and A&R to social co-ordinator and staff photographer.

RICK WINWARD, DIRECTOR OF COLLEGE RADIO PROMOTION

RON GOUDIE, DIRECTOR OF SALES & DISTRIBUTION

DEBRA ROSNER, COLLEGE INTERN

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