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IMPORTANT RECORDS was opened in 1979 by Barry Kobrin, an import fan who wanted to offer an alternative source of imported music. Affiliated with WINDSONG, England's largest world-wide record exporter, IMPORTANT quickly grew from that original New York office/warehouse into a national sales network, adding another office/warehouse in Los Angeles, and sales offices in Austin, Atlanta, Chicago and Seattle. The sales people, already music fans, and very knowledgeable, are constantly updated with information on radio airplay, tours, reviews, and biographies to assure efficient marketing. IMPORTANT's weekly flyer is read by over 1,500 customers around the country - retailers, one-stops and even other wholesalers. They also have a fulltime promotion staff keeping in touch with radio stations, record pools and press.

As imports continued to grow in importance, an independent label proliferation was happening. In those early days, IMPORTANT helped spread the word about SLASH, POSHBOY, 415, SUBTERRANEAN, FRONTIER, DB and many others. They still distribute many of those labels, as well as labels such as ACE OF HEARTS, R.O.I.R, MUSTARD, TWINTONE, HANNIBAL, ENIGMA, NEUTRAL, MODERN METHOD and more. Their export department is also active, shipping daily to buyers in England, Holland, Italy, Germany, Japan, South America and around the world.

Special arrangements are made with selected artists and labels in order to help provide a more direct marketing push nationally, as well as to better control inventory and accounting problems by assigning IMPORTANT as the "Exclusive Distributor" throughout the U.S.A. The original MODERN ENGLISH album on 4AD/UK was one of their biggest successes, as was JOAN JETT's debut on Blackheart Records. Recent exclusives are PYLON, CHRIS STAMEY and LOVE TRACTOR on DB/Compendium and the ANTARCTICA PROJECT.

IMPORTANT also has a pressing and distribution division. When THE CURE wanted an American release, they came to IMPORTANT where Fiction/Important sold 15,000 copies of "Let's Go To Bed" before Sire/Warner signed them. Other P&D deals have included SHRIEKBACK, BAD BRAINS, PIGBAG, PULSALLAMA, various hardcore compilations like BETTER YOUTH ORGANIZATION, a maxisingle from BEASTIE BOYS on Ratcage/Important, and a new heavy metal label called MEGAFORCE RECORDS featuring MANOWAR, METALLICA, RAVEN, VENOM, MERCYFUL FATE, ANTHRAX and EXCITER.

IMPORTANT also has its own label, RELATIVITY, and its publishing arm, EINSTEIN MUSIC. Besides being an indie label with the complete built-in marketing and promotion of IMPORTANT, Relativity has strong worldwide licensing contacts. ROMAN GREY was released throughout Europe, and was #1 on Italy's Dance Charts, TALAS was top ten on England's Heavy Metal album charts. Most recent releases on Relativity are Boston's THE DARK, "Don't Feed The Fashion Sharks" EP which just entered CMJ's Commercial Radio chart at #48, and LPs by ALIEN SEX FIEND and GBH, both bands from England now on national U.S. tours.

The success of TALAS, and the MEGAFORCE label led to the formation of COMBAT RECORDS, IMPORTANT's new all-metal label. First releases on COMBAT are TALAS's latest LP "Live Speed On Ice", THE RODS all new "Live" and Swedish Band OZ with "Fire In The Brain", with debuts from Texas band HELSTAR and England's TOKYO BLADE due shortly.

RELATIVITY ROSTER

THE DARK  
 ALIEN SEX FIEND  
 GBH  
 CLOCK DVA  
 ROMAN GREY  
 INDOOR LIFE

COMBAT ROSTER

TALAS  
 THE RODS  
 HELSTAR  
 OZ  
 TOKYO BLADE

BARRY KOBRIN - President



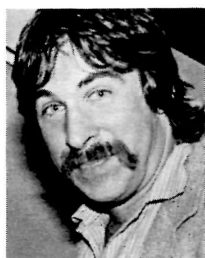
Barry's background is strong on the record retailing and purchasing sides, with imports as a long-time specialty. After some years as buyer for New York area retailers, Kobrin became rock import buyer for Peter's International during their heyday as a major record importer. Later he joined The Record Shack operation as import specialist in their New York branch one-stop. Kobrin felt the need for a major national distributor to carry a wide range of imports with better service to all accounts, whether they were "mom & pops" or major chains, so in 1979 he co-founded Important Records with Steve Mason of England's Windsong RecordExports.

WALTER O'BRIEN - Label Manager, Relativity & Combat Labels



Starting as Jam Importers' first promotion staff and later as Label Manager for their Passport/Visa Records, O'Brien also put in 3 years as Director of Artist Development at Hit & Run Music's American management office, handling promotion, publishing, and label coordination duties for GENESIS, PETER GABRIEL, BRAND X and others. After a short stretch as booking agent for the likes of G. Gordon Liddy and Timothy Leary, and business columnist for Music & Sound Output Magazine, Walter joined Important in 1982 to start the in-house manufacturing and label division. Duties include overseeing A&R, overseas licensing, radio promotion, publishing and production operations for Relativity, Combat and Megaforce labels, just co-produced Texas metal-band HELSTAR for Combat.

HOWIE GABRIEL - Vice President, Marketing



Gabriel is a veteran of New York one-stops - Win Records & Video and Record Shack as Marketing Director and Sales Manager, respectively. Prior to these positions, he had produced some jazz recordings for the Japanese and Scandinavian markets. Howie's responsibilities at Important involve coordination of the inside and outside sales staff, organizing in-store appearances, advertising campaigns and capitalizing on airplay and tours.

JIM KOZLOWSKI - A&R Consultant, Combat Label



Producer of two successful syndicated AOR radio shows in the seventies, "Rock Around The World" and "Modern Music", as well as a freelance music writer for many years, Jim served as import buyer for Peter's International prior to joining Important in 1980. He adds to his duties as import buyer by lending his knowledgeable A&R advice in Heavy Metal to the new all-metal Combat label.

STEVE GILES - Promotion, Relativity & Combat Labels

Assistant Manager of the Record Bar store in Reading PA, and Manager of area band "The Sharks", Steve recently joined Important as promotion and publicity manager for the in-house labels.

JESSE MAIDBREY - Financial Controller

Newest member of the Important team, Jesse comes aboard as Controller. He previously served in a similar position at West End Records.