

WHO'S WHO AT CARRERE RECORDS

Carrere Records has long been one of the premiere record companies in France and throughout Europe. Until recently, however, the company has not been obvious in the U.S. market. The owner of the company, Claude Carrere, originally made a U.S. distribution agreement for his label in 1983 with Atlantic Records. At that time, the idea was to release his successful European dance product here. This met with very little success. In 1985 Carrere moved over to CBS for its U.S. distribution and also decided to change its approach. At this point Claude entered an agreement Yves Dessca to represent Carrere Records in the U.S. Yves had been a very successful songwriter and producer in France, with his own label there distributed through Carrere. Yves had also enjoyed substantial U.K. and U.S. chart success producing Phyllis Nelson as early as 1981 with the dance record "Don't Stop The Train". It spent six months on the U.S. dance charts.

With Dessca on board the emphasis of the company moved from releasing European product in the U.S. to actually creating new product specifically for the U.S. market. By August of 1985 Dessca and Carrere were twelve weeks at No. 1 on both the dance charts and 12" sales charts with Phyllis Nelson's "I Like You".

Yves next decided to sign Gloria Loring and Carl Anderson based on the song "Friends And Lovers", which they had performed on the TV show "Days Of Our Lives". Although other record companies had passed on the demo, Dessca felt he could make it work if allowed to reproduce it. Yves also believed that the record could be sold with aggressive TV advertising including spots both before and after the song was performed on the show. Based on this strategy the record completely sold out of 57,000 orders in the first day! It is important to note that this was suppose to have been the first release for an upcoming album project, but at this time negotiations have broken down with the artists and no further releases are expected through Carrere.

On the subject of signing future acts to the label, Yves points out that, "We got to be a dance label more or less by accident and would like to get away from dance to a wider market...most of the time I'm looking for talented vocalists. Also, we manage most of the people we produce." On the subject of managers, Dessca has some very strong opinions, "Most managers in the U.S. have taken advantage of the Anti-trust laws and have not been creative people. Artists should have lawyers for their business side and producers for the creative. There is a real conflict when managers, who don't know anything about music, try and get involved in the creative area."

Future releases for Carrere include: Kathy Kosins, who is described as R&B-Dance-Pop and scheduled for a 12" release in September; Jeff Canata, described as Pop-Rock, with an album due in October; and British Colony, a U.K. band that has already sold 600,000 records in France and Germany. Another interesting release for Carrere is a co-production between Yves Rose, who controls the European rights, and Yves Dessca, who controls the U.S. rights, to the new single "Irresistible" by Princess Stephanie Of Monaco.

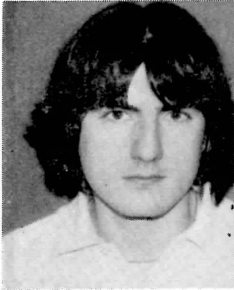
It is worth noting here that Yves also maintains his own independently distributed Dessca Records here in the U.S. for various pet projects. Recent signings there include Z-Slam, Nouveau Maquillage.

On the subject to music publishing, projects released through Carrere are usually a joint venture between Dessca and Carrere. Sub-publishing is negotiated on a deal-to-deal and country-to-country basis.



YVES DESSCA, President

Yves was born in France and began songwriting at an early age. His first release was in 1967 at the age of 18 and was a major hit. To date Yves has written some 800 records with sales of approximately 40 million! A few of the artists who have recorded his material in the states include: Paul Anka, Elvis Presley, Richard Harris, Engelbert Humperdink and, of course, Phyllis Nelson.



FRANK MAROUANI, Director of A&R

Frank was born in Monaco to a well known music industry family and moved to Paris at age 12. By 15 he was working as a fashion photographer. In 1981 Frank moved to New York still working as a photographer, but the music business was in his blood. In 1984 he established a record production company and label. One of the artists signed to the label was Gloria Gaynor. Distribution was through Carrere and CBS in the U.S. Frank has been working with Carrere since.

TREVOR KUNZ - Publishing Director

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