



SLEEPING BAG/FRESH RECORDS

1974 Broadway, New York, N.Y. 10023 (212)724-1440 Telex:4972822

In 1981, Will Socolov and his friend Arthur Russell decided to put out a record together. They made up the name Sleeping Bag Records and put out their first LP called 'Dinosaur'. It included a single called 'Go Bang'. "We took that off and it was remixed by Francois (Kevorkian) and it became a humongous underground hit," Will remembers. "That record number was SLX0, we're up to SLX27 now." At that time the label had no distribution or marketing organization and only sold 'underground' in the New York area. Sales were somewhere around 6,000 copies nonetheless. Arthur Russell was more of a musician than a businessman so Will put out the next record on Sleeping Bag himself in 1983. The record was 'Weekend' by Class Action and it was while working that record that Socolov met Juggy Gayles and a new partnership developed. In 1984 they decided to get more serious about the label and Juggy helped arrange for a small office in Manhattan. In 1985 Fresh Records was also established.

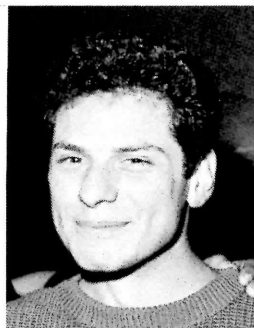
The first release on Fresh Records in 1985 was 'Tonight Love Will Make It Right' by Hanson & Davis. It was released at about the same time as Sleeping Bag was releasing record number SLX14 by Mantronix called 'Fresh Is The Word'. "That's when the label started to take off...", Socolov notes. "Then we had one after another, we just started knocking them out." Their next series of records included T.LaRock's 'He's Incredible', Mantronix 'Needle To The Groove', 'Johnny The Fox' by Tricky Tee, 'Success Is The Word' by 1241. January 1986 opened with record number SLX17 that was the dance hit 'All And All' by Joyce Sims at about the same time Fresh Records hit with the Just Ice single 'LaToya'. That was followed by Fresh Record's FRE5, 'Hungry For Your Love' by Hanson & Davis. Other substantial records early in '86 included 'Baseline' by Mantronix and 'Jump Back' by Dhar Braxton. The company ended 1986 with the hit record 'Summertime Summertime' by Nocera.

In the area of music publishing, their Beach House Music catalogue was established in 1983 and is available for subpublishing worldwide, except for the UK and Benelux. The company's record catalogue has thus far been licensed internationally on a record by record basis, except for Benelux and Australia where they have made catalogue deals. Will is quick to point out, "Some of our deals were made a few years ago and are soon coming due...we're always open to talk. I always want to hear from people. Even if I can't do anything right now, it's good to know who's around and who's interested." Inquiries on this subject can also be addressed to their attorney, Alan Skiena, at 1775 Broadway, Ste. 601, N.Y., N.Y. 10019 (212)664-1131.

When asked if they intend to get into management Will notes, "I would do that, not to own an act or anything like that, but just when it's necessary to get them away from bullshit artists and thieves who are just out to get their 20% commission and not do a damn thing."

As for the future direction of the label Socolov responds, "We just want to continue to put out good records in whatever field we decide we have a good record to release."

WILLIAM SOCOLOV - co-owner



Will grew up in New York where he attended CCNY studying economics while he took on a wide variety of odd jobs. Meanwhile he spent most of his evenings in clubs. "My dad was a lawyer for a club and I started going to clubs when I was real young," Will remembers. "I did all kinds of jobs," he goes on, "I was a waiter, I did construction work, I did demolition work, I worked at a load of different restaurants." After leaving New York to travel a little, Will came back and met Arthur Russell who had some success with a record called "Is It All Over My Face" by Loose Joint. They decided to put out a record together. "I made up the name Sleeping Bag Records while I was in a sleeping bag in my apartment talking to Arthur on the phone. We were trying to think of a name that wasn't too slick and we were talking about what kind of bag the music was in... And I said the bag I'm into is a sleeping bag...and that's how we got the name."

JUGGY GAYLES - co-owner

Juggy came into the music business in 1938 as a songplugger at \$25 per week for Remick Music, a catalogue still owned by Warner Bros. Music. Juggy went on to work for a number of music publishers before establishing his own United Music in 1946. Juggy remembers, "Woody Herman recorded the first song that belonged to United Music. It was 'Mabel, Mabel, Take Your Elbows Off The Table'." The company did well for the next ten years and included such copyrights as 'The Hucklebuck', 'I Won't Cry Anymore', and 'Somewhere Along The Way'. Juggy then split with his partner and entered the record business in promotion for Jubilee Records in 1957, working such artists as Della Reese and Don Rondo. In '58 he joined Carlton Records where Joe Carlton taught him the importance of sales. " He was the smartest man I ever worked for", Juggy is quick to point out. In 1965 Gayles joined Atlantic Records in promotion. With such acts as Sonny & Cher, Aretha Franklin, Bee Gees, Led Zepplin, Percy Sledge, Wilson Pickett, Otis Reading, The Rascals, etc.." That was the greatest little independent label that ever was ", he insists. In 1969 Juggy went out on his own for a while and in '72 went back to Atlantic for a short time before leaving again to work as an independent promotion man in New York. While doing indi promotion, Juggy and Will Socolov met and eventually decided to team up on Sleeping Bag and Fresh Records.

RON RESNICK - Executive V.P.

The son of Juggy Gayles, Ron grew up around the entertainment industry. After finishing college he first took a job in the mail room at NBC and then moved into spot sales. From there Ron moved into the record business in promotion for Adam Distributors which handled distribution on Roulette Records. Ron next went back into a mailroom slot, this time at GAC, which eventually became ICM. In a short time Resnick was working as an agent for such acts as The Rolling Stones, The Beatles, The Ronnettes, The Clancey Bros. etc. In about 1965 Ron moved over to Premiere Talent as an agent. About a year later Resnick and another agent from Premiere named Ron Terry opened up their own agency called Capitol Booking Agency. Their acts included Miles Davis, The Ronnettes, The Toys, The Kingsmen etc.

When the agency overexpanded too fast, and backed a few tours that didn't pay off, the company went under. At this point Ron left the music business to get married, had a son, move to California and enter the textile business. Although he was making a good living for a while he missed the music. When PolyGram offered a local promo spot in San Francisco, Ron took it. Through the early '70's Resnick continued in promotion, moving next to regional work for Roulette and Pyramid Records. From 1977 through '80 Resnick then had a very successful independent promotion situation. At that point Ron found himself in the midst of a serious drug problem from which it took him a few years to recover. In 1983, Ron came back to New York to work with his father both in indi promotion and working with Sleeping Bag. By '86, Sleeping Bag became a full time gig.

SLEEPING BAG ROSTER

Dhar Braxton
Dinosaur
Chocolette
Class Action
Indean Ocean
Jamaica Girls
Konk
Mantronix
Nocera
Joyce Sims
Tricky Tee



**SLEEPING
BVG
RECORDS**

FRESH RECORDS ROSTER

12:41
Cabaret Voltaire
Cyre'
Hanson & Davis
Just Ice
King Doe-V
Quando Quango
T La Rock

**FRESH
RECORDS**