

The Cherry Lane Music Group

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Cherry Lane Music was launched in the early 1960's by Milt Okun, it's founder and principal owner, in an apartment overlooking the Cherry Lane Theatre in New York City. Today the Cherry Lane Music Group consists of four distinct divisions: PUBLISHING, PRINT, MAGAZINES, and a PRODUCTION COMPANY. Headquartered in Port Chester, New York, with a staff of 55, Cherry Lane operates offices in Los Angeles and Beijing and has established wholly owned companies in England, France and Holland.

PUBLISHING - The company's extensive copyright catalogue spans the genres of pop, rock, folk, reggae, new age, TV, film and show music. The diverse songwriter/composer roster ranges from Academy Award winner Leslie Bricusse and Grammy Award winner Julie Gold, to all the legendary folk and children's artist Tom Paxton, to all the John Denver and Harry Belafonte compositions. Cherry Lane's TV library includes the ownership and administration of music from Beauty & The Beast, Cobra, Real Stories of the Highway Patrol, as well as ownership and administration of the film libraries of Fifth Avenue Entertainment, Trans Atlantic Films, ACI, Kushner-Locke, and Hearst Entertainment. Among the over six thousand copyrights in the catalogue are the works of such noted film composers as Lalo Schifrin, Lee Holdridge, Jack Nitsche, Craig Safan, Christopher Young, Elmer Bernstein and Mark Snow. The snow music catalogue includes songs from Broadway's Tony Award winners "Grand Hotel" and "Nine" to "Jekyll & Hyde" and "Phantom."

PRINT - The print operation covers a wide range of musical styles representing such a diverse group of artists as Guns n'Roses to Barbra Streisand, from Metallica to Linda Ronstadt, from John Denver to Van Halen, from Bonnie Raitt to Richard Marx. The motto "Quality In Printed Music" appears on all their material and enunciates the company's philosophy on everything from the accuracy of their transcriptions to the choice of paper stock. Cherry Lane Publications are distributed worldwide by Hal Leonard Corporation.

MAGAZINE - This division publishes three major music magazines; "GUITAR," the best selling guitar magazine in America, "Guitar Shop" and "Music Alive." "GUITAR" was the first monthly magazine to offer note for note guitar and bass transcriptions of pop, heavy metal and rock records. Since it's inception in 1983, the "GUITAR" worldwide circulation has grown to more than 600,000 each month. International acceptance of the magazine prompted the publication of a Japanese edition, with a German edition in development. "Guitar Shop," the only all-gear magazine, brings its readers gear reviews, how-to pieces and interviews with the most respected guitar heroes in the business. In 1980, "MUSIC ALIVE!" was established as Cherry Lane's 'give back' to music education. It is an advertising free publication created to serve the instructional requirements of the general music education teacher. Today "MUSIC ALIVE!" reaches more than half a million young people in over 3,000 schools across the country.

CHERRY LANE PRODUCTIONS - Launched in 1989, this division includes personality profiles on such artists as John Denver and Mr. Big, and two instructional programs by bassist Billy Sheehan, as well as a series of instructional and special interest videos, including Power Rock and Rockhouse. Most recently this division produced a Robbie Robertson television special broadcast on the Disney Channel as part of their award winning Going Home series and received two Emmy nominations.

Personnel:

PETER PRIMONT - President & CEO, joined Cherry Lane in 1986, after having worked at AT&T and American Express for over a decade in both technical and management positions. Under his direction, the group's revenues have increased five fold over the last nine years. Global expansion has included the opening of wholly owned offices in Los Angeles, Holland, France and Beijing.

AIDA GURWICZ - Sr. Vice President, came to the company in 1990, having worked as Vice President at Carl Fischer/Boosey & Hawkes for 10 years. Her responsibilities at Cherry Lane include overseeing all company activities, including all international relationships. She also heads Cherry Lane Productions.

MIKE CONNELLY - Vice President/General Manager, Mike combines his background as a musician with a degree in business. Having been with Cherry Lane for 10 years, he oversees both the administrative and creative services of the publishing division.

TED PIECHOCINSKI - Vice President/Print Division, having been a musician and music teacher, who then became a lawyer, Ted joined the company a year ago. He has been actively expanding the roster and areas of product development.

HOWARD CLEFF - Publisher/Cherry Lane Magazines, has been in the magazine publishing industry for over 20 years. Having previously published NEW WEST magazine and CALIFORNIA BUSINESS, he has been publishing GUITAR and other titles for Cherry Lane since 1986.

LORAIN LEVY - Sr. Vice President, Lorain has been with the company since 1976. She is responsible for expanding the artist roster and exploiting the catalogue, along with developing new avenues for growth.