





We believe in the *extraordinary* power of music.

In its ability to move people emotionally. To leave a lasting impression. To inspire people to take action.

Inspire Entertainment is a unique record label responding to an evolving music market. It distinctively combines the disciplines of a record label, branding firm and music agency.

Inspire Entertainment accelerates brands and creates new meaningful revenue streams for retail franchises, corporations and charities.

We bring together recording artists and retail franchises -- leveraging their brands to create *extraordinary* opportunities for artists and businesses. We also create custom-compilation CDs -- and distribute hit CDs to non-traditional music markets

And we do it better than *anyone* in the country.

Our secret sauce is in the combustion of our peerless credentials and relationships in *both* the branding and music worlds.

artists

John Mayer
Faith Hill
Sarah McLachlin
Sheryl Crow
Leann Rimes
Tim McGraw
Alicia Keys
Beth Nielsen Chapman
Shania Twain
Dave Matthews
Bruce Springsteen
Josh Groban
Annie Lennox
Aretha Franklin
Frank Sinatra
Carly Simon
Celine Dion
Elton John
Eric Clapton
Jose Carreras
Michael McDonald
Natalie Cole
Quincy Jones
Ray Charles
Rod Stewart
Stevie Wonder
Sting

Our principals have spearheaded many of the most celebrated branding/promotion campaigns for companies including JCPenney, CB Richard Ellis, Whole Foods, Legg Mason, the Los Angeles Police Department, Visa, UPS, Buca di Beppo, Amgen, Mothers Work, Kimberly Clark, Bell Telephone, St. Joseph's Aspirin, Jones Lang LaSalle; along with branding initiatives for many of America's political, entertainment, religious, and corporate leaders.

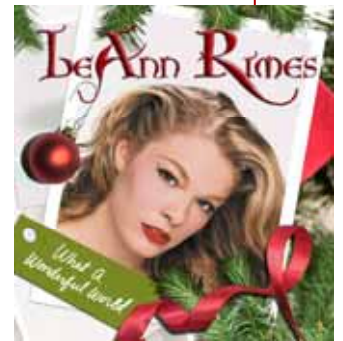
Through strong, trusted relationships with all the major music labels, leading independent labels and global publishing companies, Inspire has the ability to engage most leading artists, and license and distribute almost all songs in the world.

A differential advantage is our *unparalleled* packaging of and expertise in custom CDs; showcasing our passionate team of nationally award-winning graphic designers and business writers.

Our campaigns have proudly substantially contributed to numerous charities around the world, including: the City of Hope, National Alliance of Breast Cancer Organization, JCPenney Afterschool, Children's Hospital Los Angeles, and House Ear Institute, along with many, many more.

Emotionally branding companies, artists and charities.

That's Inspire Entertainment.



A few examples of successful recent campaigns:

- JCPenney and LeAnn Rimes are partnering this holiday giving JCPenney brand association with one of America's most desirable musical brands -- and generating *exceptional* music sales of LeAnn's new holiday CD, "What a Wonderful World."
- Buca di Beppo created 25,000 custom-CDs for their Italian restaurant chain across the country; they've had *extraordinary* success selling them in their restaurants.
- CB Richard Ellis professionals and other national corporate brands give their clients an exquisitely packaged "Gift of Music"; a holiday gift campaign. The campaign grows exponentially every year from extraordinary and consistent results.
- Visa built an Olympic marketing campaign around a song written for Visa; "*Chance of a Lifetime*." The record was recorded by "Take 6," won a Grammy, and created enormous media exposure for Visa.
- Inspire Producer Mark Fine created an in-store campaign for Rayban -- selling 570,000 CDs in an unparalleled purchase-with-purchase launch of the Beatles tribute album, "Shared Vision."
- Inspire created a music marketing campaign for the United States Gymnastics Federation and Olympic Games. Highlights included a Country hit song for Kenny Rogers, booking the USGF Gymnastics Team to perform live on the American Music Awards, a musical performance at the White House, and 100,000,000 media hits for the USGF.

“... the response to our corporate gifts was like nothing our company has ever experienced...”

AL BEAUDETTE
Senior Vice President
LOWE ENTERPRISES

Founded by songwriter James Patrick Dunne, Inspire Entertainment joins the forces of acclaimed leaders from the music, marketing and business worlds.

james patrick dunne

(President)

As a songwriter, James has written songs on 27,000,000 hit records worldwide; and songs, theme songs and scores on 1,400 hit television shows. James has gold, platinum and multi-platinum records in countries spanning the globe, with songs receiving Grammy and Emmy nominations, CMA Awards, Juno, Ascap and BMI Awards. James is also Founder of Communication Center, a leading brand-strategy and creative services firm.



mark fine

(Sr. Producer)

is a celebrated music industry leader with peerless global accomplishments in the Special Market arena. He founded "Hammer & Lace Records," a highly successful division of PolyGram, producing a plethora of award-winning albums with leading global artists. As Senior Vice President of PolyGram in New York, he headed the Special Markets and Catalog divisions, creating unprecedented sales and revenues.

michael scibetta

(Business Development)

Michael brings exceptional credentials in music, marketing and sales from the entertainment and business worlds. Michael has been instrumental in branding and fundraising campaigns for the New York City Opera, the Los Angeles Opera, and the Playwright Horizon Theatre. Michael is a graduate of New York University (with an emphasis in music and acting).

traci whitney

(Graphic Designer)

Award-winning designer Traci Whitney has been intrinsic to the branding and identities of Oracle, AT+T, ABC Sports, Wells Fargo, NEC, World Cup Soccer, Footjoy and Foster Grant.

kathleen lancaster

(Project Manager)

Kathleen manages all operational aspects of delivering our services; working closely with labels, manufacturers and talent. Kathleen has extensive project management experience in New York at Yoma Textiles, and at Communication Center and CBD Interior Design in Los Angeles.

tim turritin

(Business Development)

Tim is a seasoned sales and marketing executive with high-level experience in technology and e-commerce fields (Business to Consumer and Business to Business). Tim heads business development in the Midwest Region for Inspire.

dale mouton

(Business Development)

Dale brings extensive marketing and advertising experience to Inspire. As a Marketing Executive for Homestore and Realtor.com, he created some of the most successful marketing and advertising campaigns for Prudential, ERA, E-Loan Mortgage and Lamps Plus.



chad white

(Sr. Graphic Designer)

Chad is a nationally-award winning graphic designer, recently creating world-class campaigns for Walt Disney Productions, Coca Cola, ABC Television, ESPN and MCA.

william hyde

(Senior Fulfillment Manager)

Manages all aspects of product fulfillment for Inspire, and supervises all fulfillment specialists. Bill's credentials include Sr. Project Manager at Home Depot.

nicole gaudrone

(Sr. Brand Strategist and Writer)

Nicole has shaped world-class companies' highest profile initiatives, and has been a regular contributor to Forbes and Wall Street Journal.



marrying artists, retail stores and charities.

Words can't express how much we enjoy doing this.

It's all based on our two favorite words; "what if..."

We search for a retail store that doesn't sell music – but we believe has *brand permission* to sell music. There are numerous rigorous internal tests we put a company through before deciding if they're a good "candidate."

We imagine what their "sound" is. We imagine the ideal "voice" for their brand.

We do the same due diligence analyzing an artist; distinguishing between the "artist" and their "brand."

Similarly, we find the charity that is the *perfect* benefactor of a unique artist and retail relationship.

Then we present all three pieces of the triangle to the three parties. Starting with "What if..."

If we've done our job, we get their attention. Because we've done this so successfully before. And because we only pitch ideas that we have *already* scrutinized from the beginning of the campaign to the end.



As corny as it sounds, *everybody* wins. All three parties leverage their brands and assets – and *no one* pays a penny.

Retail stores get brand association, worth millions of dollars, with the *biggest* music names on the planet.

Record labels and artists get free advertising and promotion – and sell an *extraordinary* amount of units in an environment with *no* other musical competition.

Charity organizations make meaningful revenues for doing absolutely *nothing* – only leveraging their brand.

Possibly the best part? All parties *emotionally branding* themselves.

Ask Ray-Ban, who sold 570,000 CDs in an unparalleled purchase-with-purchase launch of the Beatles tribute album, “Shared Vision.”

Or the National Alliance of Breast Cancer Organization, who made \$750,000 and had 100,000,000 media impressions on their enormously successful “Women for Women” CD.

Consistent, positive results. That’s Inspire Entertainment.

It has quantifiably been proven, in scientific study after study, that *music* is the most powerful medium to persuasively communicate messages.

distributing cds in new, untapped markets.

We believe the music industry just hit a significant *inflection point*, and we're going to take advantage of it.

The music industry has a *distribution* crisis. Record Stores, the primary distribution channel for decades, have vanished in the last few years; with the collapse of Blockbuster Music, Warehouse Records, and Tower Records. CDs are now sold almost exclusively at "Megastores"; Best Buy, Target, Walmart, Circuit City, etc. (Walmart alone accounts for 30% of *all* sales in the country.)

Why? Convenience. It's more convenient to buy a CD in a Megastore if you're already there buying other items.

We believe these Megastores aren't convenient *enough*. Megastores are usually 20 minutes from peoples' homes, and include congested parking and long lines. The new Millennium is about *sorting* information. Few people want to get out their car and search through thousands of music titles for a new CD.

We passionately believe people will buy CDs if they're available in local environments. Starbucks is proving the point with 3 million sales a year. Starbucks is a *coffee* shop. You'd think it has *no* business selling music.



But Starbucks understood they're not a coffee shop; they're a *town center* — that offers coffee — among other things. They offer "relationships." Feeling successful. Cool music. Free Internet connections for your laptop. Starbucks realized long ago "town centers" have brand permission to sell anything their demographic audience yearns for.

We believe there are many, large American franchises that are already "town centers"; but they're not taking advantage of it. As music has done for Starbucks, music would create a new, meaningful revenue stream and fortify the definition of their brand.

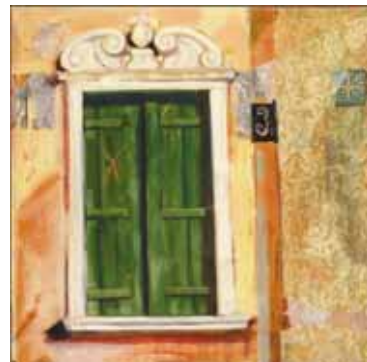
Ice cream stores. Coffee and bagel stores. Hotels. Gym franchises. Grocery stores. Cruise ships. All "town centers"; and all with brand permission to successfully sell music.

Ask Whole Foods, who not only are creating a new revenue stream with CD sales, but are creating a "sound" for their extraordinary brand.

Or Royal Palm Resort, who have a handful of the newest, biggest CDs in the country in every room of their resort hotel. Guests enjoy the best music on the great sound systems already installed in each room – and the hotels have created a new, meaningful revenue stream.

Consistent results that surpass clients' expectations.

That's Inspire Entertainment.



creating custom cds.

It all started when Victoria's Secret shocked the retail world selling 18,000,000 copies of customized classical music in their stores; building an enormous new revenue stream and creating affinity marketing/branding at its best.

Then came CDs in Starbucks, Pottery Barn, and countless other national franchises in the past few years; garnering similar, consistent results.

Now a customer can experience a Starbucks, or a Jaguar, or a Princess Cruise Lines... at "*home.*"

The secret recipe of our principals is simple: combine strong marketing/branding/business acumen with an unparalleled knowledge and access of music. When appropriate, mix in charities; and the results are combustible.

We have *strong* relationships with all the major content holders, including WEA, Sony/BMG, Universal, and EMI. With any Inspire Entertainment project, you have access to the artists, records and songs of each of these conglomerates.

Orders are as small as 2,500 – and can be 500,000 units. We're a complete one-stop shop. We license all the songs, create the graphics, and manufacture the CDs.



We place great importance in creating music that befits the excellence of a brand, and targets the demographics and psychographics of its customers. Our services include creating custom CDs for:

- Sales, gift with purchases and promotional campaigns in retail franchises.
- Internal and/or external corporate gifts.
- Marketing/branding campaigns for businesses.

Ask Buca di Beppo Restaurants, who created “Savory Italian Classics” to remind customers of the fun they had in their restaurant every time they play their energetic CD.

Ask the Southern Division of Legg Mason, who addressed internal cultural and retention issues with a highly successful “Thanksgiving” CD for its employees.

Or UPS, whose “When You Put Your Heart in It” CD and video for their employees around the world raised \$1,400,000 for their company’s charity.

Or CB Richard Ellis, who created an exquisite holiday gift for their clients. The gifts included new CD releases of the biggest artists in the world – and was an *enormous* success branding CB Richard Ellis and its professionals as sophisticated, passionate and creative.

Proven, consistent results with the biggest companies and celebrities in the world. Passionate, veteran executives with peerless credentials with exceptional ethics and moral standards.

That’s Inspire Entertainment.

**America’s most
respected companies
are reaping the
benefits of the
motivational imprint
music can make.**

LEGG MASON CITY OF HOPE RAY-BAN BRAD PITT COCA COLA
SHERYL CROW QUINCY JONES NATIONAL FOOTBALL LEAGUE MTV
BUCA DI BEPPO RESTAURANTS FORD MOTORS BELL TELEPHONE
COMPANY CAROLE KING CB RICHARD ELLIS CELINE DION VISA
MUSCULAR DYSTROPHY ASSOCIATION STEVIE WONDER VINNY T'S
RESTAURANTS BOB COSTAS GENERAL MOTORS ST. JOSEPH ASPIRIN
HARRAHS MAJESTIC REALTY ELTON JOHN KIMBERTLY-CLARK PULL UPS
JAY LENO NEIMAN MARCUS BRUCE WILLIS REVLON CARUSO
AFFILIATED BON JOVI JOHN LITHGOW CONDE NAST PUBLICATIONS
ERIC CLAPTON ARMANI STING ANN TAYLOR ROD STEWART
ENTERTAINMENT TONIGHT THE GROVE BILLY BOB THORTON
INTERCALL ROBERT PALMER WALMART FAITH HILL SHANIA TWAIN
ANNIE LENNOX WILLIAM E. SIMON & SONS JOHNNY DEPP ARETHA
FRANKLIN BRYAN ADAMS CARLY SIMON JOE COCKER JOSE CARRERAS
MICHAEL MCDONALD KEANU REEVES MIGHTY MIGHTY BOSSTONES
NATALIE COLE RAY CHARLES SARAH BRIGHTMAN SMITH BARNEY
STEVIE NICKS SUZANNE VEGA MARY CHAPIN CARPENTER TINA TURNER
RUSSELL CROW RAYBAN BRAD PITT COCA COLA SHERYL CROW
QUINCY JONES MTV CAROLE KING CB RICHARD ELLIS CELINE DION
VISA STEVIE WONDER BOB COSTAS GENERAL MOTORS MELISSA
ETHERIDGE HARRAHS ELTON JOHN UPS JAY LENO NEIMAN MARCUS
BRUCE WILLIS REVLON BON JOVI LEGG MASON JOHN LITHGOW
CONDE NAST PUBLICATIONS ERIC CLAPTON ARMANI STING ANN
TAYLOR ROD STEWART ENTERTAINMENT TONIGHT BILLY BOB
THORTON INTERCALL ROBERT PALMER WALMART FAITH HILL SHANIA
TWAIN ANNIE LENNOX JOHNNY DEPP ARETHA FRANKLIN BRIAN
MCKNIGHT BRYAN ADAMS CARLY SIMON JOE COCKER JOSE CARRERAS
MICHAEL MCDONALD KEANU REEVES MIGHTY MIGHTY BOSSTONES
NATALIE COLE RAY CHARLES SARAH BRIGHTMAN SMITH BARNEY
STEVIE NICKS VENTURE WEST FUNDING SUZANNE VEGA MARY CHAPIN
CARPENTER TINA TURNER RUSSELL CROW LOWE ENTERPRISES

success stories.

jcpenny & leann rimes.

C A S E S T U D Y



Inspire went to America's largest retail store, JCPenney; and one of America's biggest country/pop stars, LeAnn Rimes, and proposed if they both leverage their brands and assets – *both* have a great deal to gain.

This holiday season, in one of the most celebrated branding initiatives in the music industry, JCPenney is doing their first-ever music campaign aggressively promoting and selling LeAnn Rimes' new Christmas CD, *"What a Wonderful World."*

At no cost, JCPenney gets the brand association with LeAnn Rimes; a sponsorship relationship worth millions. LeAnn Rimes is going to sell 250,000+ CDs in a non-traditional music venue – and will benefit from *extraordinary* free promotion and advertising in all mediums.

JCPenney Afterschool will make \$1,000,000+ towards their charity.

Cross promotion include appearances on "The Early Show" and in the "CBS Thanksgiving Parade," 54 million mailers, graphic emails to 4.6 million JCPenney customers, LeAnn dedicating a song to the kids of the charity, etc.

it'sallinside:



burke williams spas.

C A S E S T U D Y

Burke Williams Spas has numerous high-end spas located in urban centers in Southern California; and is one of the most successful and respected spa chains in the country.

Founder and President Bill Armour realized that they had branded their spas for all five senses; all except "sound."



He engaged Inspire to create a custom CD that captured the emotional essence of Burke Williams. Every aspect of the CD had to mirror Burke Williams' extraordinary brand; from the graphics and packaging, to the selection of songs, to the storytelling on the booklet pages.

It's the farthest thing from a typical "spa cd" of new-age soothing instrumentals. Called "Driving with Top Down," it features a world-class selection of songs that capture the spirit and sophistication of Burke Williams. Passionate, lively songs by Bobby Darin. Tony Bennett. Judy Garland. Nat King Cole. Dean Martin.

They've created a new revenue stream – that will *emotionally* remind their guests about Burke Williams every time they play this great, lasting CD.

That's powerful affinity marketing.



That's Inspire Entertainment.

buca di beppo restaurants.

C A S E S T U D Y

Buca Di Beppo has fun, energetic, Italian-themed restaurants in cities across the country.

We created a stunning, customized CD of the best Italian songs in the world (with artists such as Louis Prima, Dean Martin, Frank Sinatra, etc.).

The CDs have both created a substantial new revenue stream — and have been a tremendous marketing tool — giving their brand a sound. They've successfully sold the CDs both in their restaurants across the county and on their website at bucadibeppo.com.

Included in the CD insert is a letter from the President; reinforcing the spirit of their brand — and the integrity of their company.

As Buca di Beppo would say, "Perfecto."



caruso affiliated.

C A S E S T U D Y

Caruso Affiliated is arguably the country's premier developer of shopping centers in America; including their new, peerless flagship development, "The Grove" in Los Angeles, California.

Caruso Affiliated was unable to build "The Grove" because of entitlement and traffic concerns of city officials and the local community.

Rick Caruso, the President of Affiliated, ingeniously decided to create a persuasive story based on *emotionally* selling their vision.

Caruso Affiliated came to Inspire. Caruso had us write a song that captured the passion of his vision; and we hired Frank Sinatra's entire band to record the song.

The combustion of a spectacular DVD (produced by Inspire) that visually captured the vision for the development — along with a song that branded the soul of the project — helped persuade the community and city officials to give the nod to Caruso Affiliated.

At a Grand Opening for 1,500 guests, Rick Caruso told the audience that his biggest challenge was building a center that lived up to the spectacular vision we created in the song and video.

Today the song, "Meet Me at the Grove," plays in the world-class water fountain for thousands of guests daily.



legg mason.
C A S E S T U D Y

Legg Mason is a leading global financial services company headquartered in Baltimore, with offices and professionals around the world.

We created a customized CD gift they gave at Thanksgiving to their employees. The first track included an “introduction” by a company leader expressing how Thanksgiving is a time to be thankful for the blessings in our personal – and professional lives.

The CD was the “Legg Mason Soundtrack”; an impressive, unique collection of poignant songs — reflecting the passionate, sophisticated, inspired culture of Legg Mason.

“The CD was an *enormous* success; *far* surpassing all our expectations,” said Jeffrey Durkee, Sr. Vice President and Director of the Southern Division.



pull-ups / kimberly-clark

C A S E S T U D Y

Pull-Ups is one of Kimberly Clark's most valued brands; the leading creator of diapers around the world.

Kimberly-Clark and Edelman engaged Inspire to reinforce their trusted, respected brand.

Inspire's James Patrick Dunne wrote "I'm a Big Kid Now"; a song, from a child's perspective, celebrating the emotional *feeling* of succeeding in his/her challenge of potty training.

Inspire recorded the song with world-class musicians, and it has become an extremely successful campaign for Kimberly Clark.

Children and parents call an 800 number – and hear a song that has kids and moms humming all across the country.



james patrick dunne

P R O F I L E

president inspire entertainment

James Patrick Dunne is accomplished as a songwriter, composer, music producer, screenwriter, television producer, recording artist, music publisher and business entrepreneur.

James' songs have been recorded on 27,000,000 records worldwide, along with scores, songs, and themes in over 1,400 television episodes and dozens of feature films.

Along with (CMA) Country Music Awards, Grammy nominations, Emmy nominations, Billboard Awards, Cashbox Awards, Academy of Country Music Awards, Juno Awards, BMI and ASCAP Songwriter and Publisher Awards, his music has garnered numerous gold, platinum, and multi-platinum records from countries spanning the globe.

Credits include songs/scores for Whitney Houston, Jermaine Jackson, "Pretty Woman" (Touchstone Films), Take 6 (Grammy winning record; "Best Gospel & Soul Record of 1998"), Kenny Rogers, Loverboy, "Princess Diaries II," Janet Jackson, "Nothing In Common" (Tri-Star Pictures), Anne Murray, Dave Loggins, "Fame" (MGM), "Dear God" (Paramount Pictures), "Heart Like a Wheel" (20th Century Fox), "Exit to Eden," ABC Wide World of ABC Sports, NBC Sports, "Fatal Attraction," and Official Songs and Themes of the Olympic Games.



As a recording artist for Sugo Records, James has released four of their most successful instrumental records, including "Summer Stories," "Cinema," "Rhythm" and "Passion, Heart and Soul."

Screenwriting credits include feature films for Universal Studios, Disney/Touchstone, Columbia Pictures, Kings Road Films, Wizan Black Films, and HBO. Numerous television credits include writing and producing two primetime ABC hit series, Paramount Pictures' "Happy Days" and "Joanie Loves Chachi."

James is the President of Inspire Entertainment, a record label at the national forefront of accelerating brands and creating meaningful revenue streams for retail franchises, corporations, charities and events. Inspire has created successful musical campaigns for Legg Mason, Visa, UPS, Kimberly-Clark's "Pull-Ups," Lowe Enterprises, CB Richard Ellis, StorageTek, Burke Williams Spas, InterCall, St. Joseph's Aspirin, and Buca di Beppo Restaurants.

James also owns Communication Center, a leading creative services firm headquartered in Los Angeles. Graphic designers, business writers, multi-media artists, photographers and website artists in cities around the country provide myriad creative services to leading executives and companies.

James graduated Phi Beta Kappa and Omicron Delta Kappa from the University of Kentucky, and was a Kentucky nominee for the Rhodes Scholarship. He graduated with Highest Honors (in the top 1%) with double-major Honors Program Degrees in Journalism and Business, while double-minoring in Music Composition and Communications.





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