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File Under

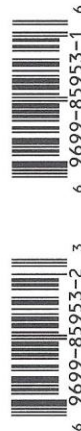
Alternative/Pop/Vocal



Selections

"In My Secret Life"	"You Have Loved Enough"
"Love Itself"	"Here It Is"
"By The Rivers Dark"	"Alexandra Leaving"
"That Don't Make It Junk"	"Boogie Street"
"A Thousand Kisses Deep"	"The Land of Plenty"

LEONARD COHEN Ten New Songs



OVERVIEW

Leonard Cohen's debut album, **The Songs Of Leonard Cohen**, was released on Columbia Records on December 27, 1967. Since that time, Cohen has recorded eight additional studio albums: **Songs From A Room** (1969), **Songs Of Love And Hate** (1971), **New Skin For The Old Ceremony** (1973), **Death Of A Ladies' Man** (1977), **Recent Songs** (1979), **Various Positions** (1984), **I'm Your Man** (1988) and **The Future** (1992); 3 live albums: **Live Songs** (1972), **Cohen Live** (1994), and **Field Commander Cohen** (2000); and two "greatest hits" collections: **Best Of Leonard Cohen** (1975) and **More Best Of** (1997). Over the course of his career, Leonard Cohen has sold more than 11 million albums worldwide.

Cohen has published 11 books, including two novels (1963's *The Favorite Game* and 1966's *Beautiful Losers*). His songs have been covered throughout the world and have influenced generations of songwriters. Cohen's music has earned the accolades of other artists on tribute albums in France, Norway, Canada, Spain, the Czech Republic, South Africa and the United States; among these are the best-selling American album *Tower Of Song* and Jennifer Warnes' *Famous Blue Raincoat*.

SELLING POINTS

- This is the Canadian singer-songwriter's first NEW studio album of NEW recordings in 9 years.
- Highly anticipated by anxious fans.
- Leonard Cohen has sold more than 11 million albums worldwide.
- Cohen's music has earned the accolades of other artists in tribute albums in France, Norway, Canada, Spain, the Czech Republic, South Africa and the United States; among these are the best-selling American album *Tower Of Song* and Jennifer Warnes' *Famous Blue Raincoat*.
- Leonard Cohen has recorded eight studio albums, three live albums and two "greatest hits" collections.
- **Best Of Leonard Cohen** was certified gold by the RIAA in May 2000.
- Cohen has published 11 books, including two novels (1963's *The Favorite Game* and 1966's *Beautiful Losers*).

Marketing

- Leonard will be featured on the United Airlines in-flight program beginning in October on both domestic and international flights.
- College and street marketing reps will be working the record by hitting colleges, lifestyle accounts and shows with advance postcards.
- Listening parties will take place on college campuses week of album in-store.
- Massive online campaign will launch this record worldwide targeting Leonard's existing fan base while expanding it.

Radio

Full service of **Ten New Songs** to college and Triple A radio stations upon release.

Advertising

Print advertising campaign in place that will reach Leonard's demographic as well as the culturally and politically aware consumer. Advertising would begin hitting at in-store date and run through the fall. Ads will run in *Utne Reader*, *Harpers*, *The New Yorker*, *Time Out NY* and *Mother Jones*.

Press

Full-scale media plan that will impact upon album release and include interviews and features in the following publications:

Vanity Fair—photo of Leonard by Annie Leibowitz will run in the "portfolio section" of the November music issue

Spin—feature/interview

GQ—feature/interview in November "Man of the Year" issue

Rolling Stone—interview to run in mid-October

Los Angeles Times—feature/interview run early September

New York Times—feature/interview to run prior to the record's release

Flaunt—feature/interview in November issue

Philadelphia Inquirer—interview to run prior to record's release

New York Observer—interview to run around record's release

Billboard—feature/interview to run prior to record's release

Playboy—lead review of Chuck Young's column in Dec. issue as well as "Rock Meter"

Blender—CD review in November

Video

Video for "*In My Secret Life*" will be delivered on Sept. 3rd.

Online

- Massive online campaign will work with both existing fans and established third-party websites to leverage online events and excite music fans of all kinds.
- Online plans include re-launch of site in October with Splash Page, Teaser Sites, E-cards, Listening parties, Chats, and music streaming.

P.O.P.

- Album Flat
- Poster

Check Stock On

CK 09533

Songs Of Leonard Cohen

CK 09767

Songs From A Room

CK/PCT 34097

The Best Of

CK 36264

Recent Songs

CK 44191

I'm Your Man

CK 44286

Death Of A Ladies Man

CK 53226

The Future

CK 66327

Cohen Live—Leonard Cohen In Concert

CK 66950

Various Positions

CK 66951

Songs Of Love And Hate

CK 66952

New Skin For The Old Ceremony

CK 68636

More Best Of

CK 66210

Field Commander Cohen