



RADIO
STARMAKER
FUND

ANNUAL REPORT 2006–2007

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25 Adelaide Street East, Suite 1300, Toronto, Ontario M5C 3A1
PHONE.416.597.6622 FAX.416.597.2760 TOLL FREE.1.888.256.2211
www.radiostarmakerfund.com

MESSAGE FROM THE CHAIR

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This fiscal year 2006-2007 was one of transition for the Radio Starmaker Fund. We moved from reflecting on the past five years as part of the process of the CRTC's Review of Radio, to looking forward to refining and improving the Fund for seven additional years of operation.

In December 2006 the CRTC released its decision regarding the review of radio and the Radio Starmaker Fund received a full endorsement and renewal of its mandate from the Commission.

Following this renewal, two significant transactions were approved which have now been built into our capital funding model. These revenues secure the financial stability of the Fund over the next 7 years as well as providing the opportunity for us to improve and enhance our touring programs for artists.

In spite of this transition period, the Fund managed to carry on its operations without interruption and once

again I am impressed by the remarkable consistency in the programs and operations. This year 95.62% of all qualifying applications were approved for funding. Also this year we saw an increasing trend toward funding independent labels where 74.41% of all money approved went to independent labels. I am pleased that we have been able to play a part in developing the independent labels to the point where they can make a substantial investment in their artists with our assistance.

The CRTC in its review of radio, specifically commended the Radio Starmaker Fund on its ability to fund diverse genres of music. Once again in 2006/2007 we are able to report that more than 50% of our funding was approved for specialized genres of music outside of the pop/rock realm.

This is my final year as Chair of the Radio Starmaker Fund and I am proud to have been a part of developing this Fund from an initial concept to a cornerstone of the Canadian artist funding infrastructure. I share this accomplishment along with several Board members who

are leaving the Fund this year: Rob Farina from CHUM, Bob Harris from Standard (Astral); Sander Shalinsky and Brian Chater. I want to take this opportunity to thank these departing members for their insight, diligence and hard work in making this Fund such a success. I would also like to thank our staff, Chip Sutherland, Rachel Oldfield, and Jerry Leibowitz for their efforts and dedication and for making it such a pleasure over the past five years to act in my capacity as Chair.

Chuck McCoy
Executive Chair,
Radio Starmaker Fund

BOARD OF DIRECTORS AND STAFF I MANDATE

RADIO STARMAKER FUND

FOR THE PERIOD FROM SEPTEMBER 1, 2006 TO AUGUST 31, 2007, THE RADIO STARMAKER FUND BOARD OF DIRECTORS WAS COMPRISED OF:

CHAIR

Chuck McCoy
Executive Vice President
Programming and Marketing
Rogers Radio
Toronto, Ontario

VICE-CHAIR

Brian Chater
President, Avenue Road Music Group
Toronto, Ontario

TREASURER

Andy McLean
Managing Director, NXNE
Toronto, Ontario

SECRETARY

Steve Kane
President, Warner Music Canada
Toronto, Ontario

DIRECTORS

Rob Farina
Vice President, Program Development
CHUM Limited
Toronto, Ontario

Jian Ghomeshi
President, Wonderboy Entertainment Inc.
Toronto, Ontario

Bob Harris
Operations Manager
Vice-President Rock Programming
Standard Radio Inc.
Montreal, Quebec

Blair Bartrem
Program Director
Q107, Corus Entertainment Inc.
Toronto, Ontario

Sander Shalinsky
Sheppard Shalinsky Brown
Barristers & Solicitors
Toronto, Ontario

DIRECTORS CON'T

RJ Guha
President/Vice-President
Kindling Music/The Management Trust
Toronto, Ontario

STAFF:

EXECUTIVE DIRECTOR
Chip Sutherland

MANAGER,
FINANCE AND ADMINISTRATION
Rachel Oldfield

MANAGER,
PROGRAMS AND APPLICATIONS
Jerry Leibowitz

MANDATE

The mandate of the Radio Starmaker Fund is to make a substantial and discernable difference to the careers of Canadian musical recording artists through artist driven marketing assistance, and to support the Canadian independent music infrastructure.

Created by the Canadian Radio-television and Telecommunications Commission's Radio Policy Review of 1998, the Radio Starmaker Fund has completed its sixth full year of operation.

French language artists are supported by Fonds RadioStar, although Radio Starmaker Fund supports non-French language and instrumental projects originating from Quebec.

APPLICATION EVALUATION | APPLICATIONS SUBMITTED VS. APPLICATIONS APPROVED

Applications to the Radio Starmaker Fund are evaluated on four major criteria:

- The track record of the artist
- The amount of money invested by the applicant and his/her agents
- The quality of the marketing plan, both the proposed RSF portion, and the portion to which the applicant has committed through their significant investment
- The amount of money the Radio Starmaker Fund has available for the round

In order to qualify for the Radio Starmaker Fund, artists are required to reach prescribed sales levels by genre and demonstrate a financial commitment to the marketing of their recorded project. For a detailed description of our criteria please visit our website at www.radiostarmakerfund.com. Furthermore, the artist must be a Canadian citizen or landed immigrant, a resident of Canada and the ownership of the master tapes must reside with a Canadian company.

We continue to fund artists from a wide variety of musical genres and from every region of the country.

APPLICATIONS SUBMITTED VS. APPLICATIONS APPROVED

	# OF QUALIFYING APPLICATIONS SUBMITTED	# OF APPLICATIONS APPROVED	%
TOTAL FISCAL YEAR 2006-2007	160	153	95.62%

RADIO STARMAKER FUND

SUCCESS FACT: BELLY



Being able to sell records as a new Canadian hip-hop artist is an extremely difficult task, especially in this age of internet downloads. Belly's debut album "The Revolution" was the first hip-hop album in Canadian history to debut at #1 on the hip-hop SoundScan charts. The Radio Starmaker Fund's financial support was instrumental in this accomplishment. With the funding, CP Records was able to assemble the kind of massive marketing campaign often reserved for only priority major label artists. Belly's album is now on the verge of reaching gold status in Canada only twelve weeks into the release. The response to Belly's project has been overwhelming and has led to negotiations for releasing the album in other territories.

Manny Dion
Vice-President of Artist Management
CP Records

RADIO STARMAKER FUND

TRACKING SUCCESS I GRANT ALLOCATION BY TYPE OF RECORD LABEL

TRACKING SUCCESS

We have established throughout the operation of the Fund a system of following up with our applicants to seek feedback on the impact of the funding. Statistics can only tell part of the story and we prefer to have specific and direct feedback from our applicants as to how they felt Starmaker assisted their goals. Throughout this report there are several success stories provided by our applicants that illustrates the very positive impact we are having on Canadian artists both here and abroad.

GRANT ALLOCATION BY TYPE OF RECORD LABEL

	MAJOR LABELS	INDIE LABELS	QUASI-INDIE	MISC. FUNDING	TOTAL
TOTAL APPROVED FUNDING FOR FISCAL YEAR	\$541,133.95	\$3,292,391.54	\$314,324.44	\$276,850.00	\$4,424,699.93
% OF TOTAL APPROVED FUNDING	12.23%	74.41%	7.10%	6.26%	100%

SUCCESS FACT: LES VIOLONS DU ROY



With the help of the Radio Starmaker Fund, ATMA was able to raise the profile of Les Violons du Roy both within Canada and internationally, especially in key English-speaking territories. A well-planned marketing campaign, including international print, radio and transit advertising, along with the assistance of professional publicists both in Canada and abroad, helped the chamber orchestra's "Piazzolla" recording achieve significant success in international markets.

Johanne Goyette
President
Disques Atma Inc.

ARTIST PROFILE: BEDOUIN SOUNDCLASH

The Radio Starmaker Fund has played an integral role in the successful release of Bedouin Soundclash's third album, "Street Gospels" (Dine Alone Records, 2007). Following the success of their previous CRIA gold certified album "Sounding A Mosaic", the success of this new album was crucial to establish the band as a mainstay within the Canadian music scene.

The Radio Starmaker Fund has allowed Dine Alone Records to undertake national marketing campaigns for the album that an independent label may not have otherwise had the resources to execute. Through these varying Starmaker supported initiatives, Dine Alone Records was able to raise awareness for the upcoming album, increasing sales and widening the band's fan base. Support from Starmaker was used to launch radio and television cam-

paigns which aided in branding Bedouin Soundclash across the nation. These initiatives increased the band's fan base by extending into new target markets, crossing both musical genres and age categories.

Starmaker funding supported promotional campaigns to create and distribute flyers, posters and stickers at various festivals, shows and lifestyle shops across Canada. It also enabled the label to hire a street team to distribute these items at genre related shows, raising awareness for the release. Significant contributions were also put towards hiring an independent publicity firm, Listen Harder, to handle all national press and publicity for Bedouin Soundclash supporting the release. Additionally, Starmaker granted International Touring monies to Bedouin Soundclash, giving financial relief for

shows necessary to promote the album internationally.

The combination of Domestic Marketing and International Tour Support that Starmaker provided for Bedouin Soundclash has had a huge impact on the initial success of the album, which reached #1 in digital sales and #2 in retail sales within Canada. Bedouin Soundclash is currently on tour promoting "Street Gospels" and continuing to see the benefits of the Radio Starmaker Fund's contributions.

STEPHANIE FINKLEMAN
OPERATIONS
DINE ALONE RECORDS



RADIO STARMAKER FUNDED ARTISTS

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#	ARTIST	APPROVED	#	ARTIST	APPROVED	#	ARTIST	APPROVED	#	ARTIST	APPROVED
20	ALAIN LEFÈVRE	\$25,773.00	21	AARON PRITCHETT	\$12,294.00	22	AARON LINES	\$41,603.00	23	AARON PRITCHETT	\$54,321.00
20	ALEXISONFIRE	\$90,888.00	21	ALAIN LEFÈVRE	\$30,934.00	22	AMON TOBIN	\$24,326.00	23	ALEXISONFIRE	\$23,000.00
20	AMY MILLAN	\$42,090.66	21	AMY MILLAN	\$26,203.77	22	ANGÈLE DUBEAU	\$35,654.00	23	BEDOUIN SOUNDCLASH	\$18,000.00
20	BOB WALSH	\$6,091.44	21	CADENCE WEAPON	\$41,958.00	22	ARCADE FIRE	\$91,028.81	23	BELLY	\$162,667.00
20	CANADIAN BRASS	\$24,869.15	21	CHAMPION	\$35,802.00	22	BEDOUIN SOUNDCLASH	\$111,530.00	23	DAVID GOGO	\$18,500.00
20	CARL HENRY	\$17,500.00	21	CITY AND COLOUR	\$97,321.00	22	CORB LUND	\$14,000.00	23	EMILY HAINES & THE SOFT SKELETON	\$16,000.00
20	CAROLYN DAWN JOHNSON	\$29,857.14	21	DOC WALKER	\$70,525.00	22	ELLIOTT BROOD	\$36,500.00	23	FEIST	\$8,000.00
20	CLASSIFIED (LUKE BOYD)	\$20,669.00	21	ELLIOTT BROOD	\$16,500.00	22	FEIST	\$137,026.30	23	HOLLY MCNARLAND	\$41,400.00
20	CORB LUND	\$9,956.86	21	EMILY HAINES & THE SOFT SKELETON	\$43,861.98	22	FINAL FANTASY	\$7,500.00	23	JEREMY FISHER	\$25,617.00
20	ELLIOTT BROOD	\$18,784.00	21	EVA AVILA	\$98,875.00	22	GEORGE	\$54,390.00	23	JESSE COOK	\$40,200.00
20	EMBER SWIFT	\$12,500.00	21	FINAL FANTASY	\$30,000.00	22	JEREMY FISHER	\$24,845.00	23	JILL BARBER	\$29,355.00
20	EMILY HAINES & THE SOFT SKELETON	\$31,802.00	21	HEDLEY	\$23,535.00	22	JIM CUDDY	\$100,291.00	23	JOHNNY REID	\$9,500.00
20	FLORENCE K.	\$32,065.00	21	JONAS	\$97,580.25	22	JIMMY RANKIN	\$19,725.00	23	K'NAAN	\$16,000.00
20	GEORGE CANYON	\$47,083.44	21	KARINA GAUVIN	\$7,321.65	22	JOEL PLASKETT EMERGENCY	\$12,500.00	23	LES VOIX HUMAINES	\$3,967.00
20	ISLANDS	\$54,000.00	21	KESHIA CHANTÉ	\$93,313.00	22	JOHNNY REID	\$32,960.00	23	MARIANAS TRENCH	\$57,450.00
20	JOEL PLASKETT	\$16,721.90	21	LES VIOLONS DU ROY	\$5,350.59	22	JONAS	\$24,516.59	23	MATT MAYS & EL TORPEDO	\$1,500.00
20	KARL WOLF	\$34,600.00	21	MATT MAYS & EL TORPEDO	\$14,550.00	22	JUSTIN RUTLEDGE	\$40,271.00	23	PASCALE PICARD	\$48,796.00
20	K'NAAN	\$16,500.00	21	METRIC	\$4,000.00	22	KID KOALA	\$14,770.00	23	PATRICK WATSON	\$33,000.00
20	LES VIOLONS DU ROY	\$19,218.97	21	MOLLY JOHNSON	\$14,500.00	22	K'NAAN	\$32,000.00	23	PRIESTESS	\$73,181.70
20	MOBILE	\$82,000.00	21	PATRICK WATSON	\$27,518.73	22	LES VOIX HUMAINES	\$6,500.00	23	SERENA RYDER	\$84,375.00
20	MSTRKRFT	\$38,312.00	21	PROTEST THE HERO	\$22,000.00	22	MATT MAYS & EL TORPEDO	\$10,500.00	23	SHOUT OUT OUT OUT OUT	\$12,000.00
20	NEVERENDING WHITE LIGHTS	\$42,150.00	21	SOPHIE MILMAN	\$25,421.63	22	MOBILE	\$5,100.00	23	SOPHIE MILMAN	\$91,770.00
20	PAVLO	\$19,000.00	21	SUSIE LEBLANC	\$1,515.18	22	MSTRKRFT	\$24,429.00	23	STEPHAN MOCCIO	\$23,690.00
20	PROTEST THE HERO	\$19,500.00	21	TÉREZ MONTCALM	\$15,500.00	22	PATRICK WATSON	\$61,768.50	23	TEN SECOND EPIC	\$46,879.77
20	RON SEXSMITH	\$50,750.00	21	THE BE GOOD TANYAS	\$30,210.00	22	STEPHAN MOCCIO	\$22,728.00	23	THE BE GOOD TANYAS	\$27,500.00
20	SOPHIE MILMAN	\$18,126.30	21	THE DEARS	\$47,583.52	22	TÉREZ MONTCALM	\$14,500.00	23	THE NEW PORNOGRAPHERS	\$8,000.00
20	STABILO	\$65,050.00	21	THE HYLOZOISTS	\$16,037.00	22	THE DEARS	\$19,500.00	23	WINTERSLEEP	\$12,000.00
20	TÉREZ MONTCALM	\$35,779.00	21	THE NEW PORNOGRAPHERS	\$15,000.00	22	THE HYLOZOISTS	\$53,334.00			
20	THE BE GOOD TANYAS	\$12,000.00	21	THE SADIES	\$17,500.00	22	THE SADIES	\$31,000.00			
20	THE DEARS	\$84,201.00	21	THE WAILIN' JENNY'S	\$20,500.00	22	WINTERSLEEP	\$10,500.00			
20	THE SADIES	\$24,794.10									

ARTIST PROFILE: JIM CUDDY

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As a founding member of Blue Rodeo, Jim Cuddy is one of Canada's most accomplished artists. Together with collaborator Greg Keelor, he ranks highly among the country's songwriting elite.

"The Light That Guides You Home", released in September 2006, marked the second solo Jim Cuddy release, his first since 1998's "All In Time". The album's first single was the trademark Cuddy ballad, "Pull Me Through", which became a major hit at Adult Contemporary radio.

With Blue Rodeo being such a well-established brand, the consumer marketing of Cuddy as a solo entity proved to be an intriguing challenge. It was magnified by the fact that his highly recognizable voice is so closely associated with the group. From this standpoint, we felt it was imperative to distance this recording from those of his popular band as much as possible.

The Radio Starmaker Fund's financial support of this project allowed us to do that. The funding enabled us to make a direct link between the music and the artist. It helped to reinforce the 'Jim Cuddy as solo artist' message, while heightening overall awareness of the album. We accomplished this effectively through television advertising, out-of-home advertising and key positioning at music retail.

As a direct result of the Starmaker-assisted campaign, over-the-counter sales of "The Light That Guides You Home" increased 331% week-over-week and we saw a dramatic spike in shipments in the same period. In all, the Radio Starmaker Fund's involvement helped to extend the shelf life of the release by several weeks and ultimately was a determining factor in the recording's CRIA-certified gold sales level success.

"The Light That Guides You Home" went on to win the 2007 Juno Award for Adult Alternative Album Of The Year.

DALE KOTYK
DIRECTOR, MARKETING
WARNER MUSIC CANADA



SALES CERTIFICATIONS

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SUCCESS FACT: JOHNNY REID



The Radio Starmaker Fund has provided tremendous support in the marketing of Johnny Reid's sophomore release "Kicking Stones". It allowed us to purchase additional airtime on television, as well as to create stunning release events in key markets offering special 'win to get in' performances in intimate pub settings. At a retail level, Starmaker marketing funds have contributed to the overall success of this project by funding account programs. This helped generate CD sales, resulting in strong scans in all tour markets, while stimulating ticket sales and off-stage sales. We couldn't have achieved this success on the Johnny Reid project without the funding from the Radio Starmaker Fund.

Carla Palmer
Senior Marketing Manager
Open Road Recordings/ MapleMusic Recordings

DATE	ARTIST	ALBUM/SINGLE	CERTIFICATION	UNITS
SEPTEMBER 2006	THE CORB LUND BAND	"FIVE DOLLAR BILL"	GOLD	50,000
SEPTEMBER 2006	STABILO	"FLAWED DESIGN"	GOLD DIGITAL DOWNLOAD	5,000
OCTOBER 2006	FLORENCE K.	"BOSSA BLUE"	GOLD	50,000
NOVEMBER 2006	CITY AND COLOUR	"SOMETIMES"	PLATINUM	100,000
NOVEMBER 2006	SAM ROBERTS	"CHEMICAL CITY"	GOLD	50,000
DECEMBER 2006	FEIST	"LET IT DIE"	PLATINUM	100,000
DECEMBER 2006	EVA AVILA	"SOMEWHERE ELSE"	GOLD	50,000
DECEMBER 2006	MOBILE	"TOMORROW STARTS TODAY"	GOLD	50,000
DECEMBER 2006	STARS	"SET YOURSELF ON FIRE"	GOLD	50,000
DECEMBER 2006	EVA AVILA	"MEANT TO FLY"	2 X PLATINUM (SINGLE)	200,000
FEBRUARY 2007	NEVERENDING WHITE LIGHTS	"THE GRACE"	GOLD DIGITAL DOWNLOAD	10,000
MARCH 2007	THE ARCADE FIRE	"NEON BIBLE"	GOLD	50,000
APRIL 2007	ALEXISONFIRE	"WATCH OUT"	PLATINUM	100,000
APRIL 2007	JIM CUDDY	"THE LIGHT THAT GUIDES YOU HOME"	GOLD	50,000
MAY 2007	ALEXISONFIRE	"CRISIS"	PLATINUM	100,000
MAY 2007	FEIST	"THE REMINDER"	GOLD	50,000
AUGUST 2007	FEIST	"THE REMINDER"	PLATINUM	100,000

ARTIST PROFILE: K'NAAN

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Somali born MC/singer K'naan emerged on the international hip-hop scene with his debut album "The Dusty Foot Philosopher" in 2005. Since that time, K'naan has won multiple awards including a Juno for 'Best Rap Recording' and The BBC World Music Award for 'Best Newcomer'. He has gone on to sell over 20,000 copies of his independent release worldwide.

The support K'naan received from the Radio Starmaker Fund has enabled him to tour internationally, performing with such critically acclaimed artists as Xavier Rudd in Australia and Stephen "Jr. Gong" Marley in Europe and across the US. The funding also helped to send K'naan on his first European headlining tour. With over 500 shows on five continents in the last two years, K'naan has developed into an emerging international star.

The Radio Starmaker Fund's support has played a huge role in his success. With the music industry in a state of massive transformation and uncertainty, the onus has fallen upon the artist and management team to develop and brand an artist both locally and internationally. In order to achieve this, it is more important than ever that the artist has the ability to tour and promote himself in markets around the world. Simply put, Starmaker's financial commitment, staff support and availability of grants has allowed K'naan to spread his message to the rest of the world, while at the same time continuing to build upon his success in Canada.

Without this funding, K'naan would not have been able to go on many of the high profile tours and festival dates mentioned. As a developing artist, one has to deal with the fact that performance fees are

very low while recognizing that the promotional impact and exposure gained from these appearances are vital to the process of capturing a global audience. With Starmaker's assistance, we are now in a prominent position to tour internationally and build upon the brand of this culturally important musician.

We have an international recording deal in place for K'naan's sophomore album and we plan to be a sustainable touring band by the end of 2008. With a focus on artist development and the creation of functional programs, Starmaker truly lives up to its name.

SOL GUY
MANAGER



GRANT ALLOCATION BY PROVINCE | GRANT ALLOCATION BY GENRE



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GRANT ALLOCATION BY PROVINCE

PROVINCE	ON	NL	NS	PE	NB	QC	MB	SK	AB	BC	NU	NT	YT	TOTAL
TOTAL APPROVED FUNDING	\$2,361,562.09	\$0.00	\$173,020.90	\$0.00	\$0.00	\$1,124,991.73	\$91,025.00	\$15,000.00	\$243,338.21	\$415,762.00	\$0.00	\$0.00	\$0.00	\$4,424,699.93
% OF APPROVED FUNDING	53.37%	0.00%	3.91%	0.00%	0.00%	25.43%	2.06%	0.34%	5.50%	9.40%	0.00%	0.00%	0.00%	100.00%
NUMBER OF APPROVED APPLICATIONS	72	0	11	0	0	42	3	1	8	16	0	0	0	153*
NUMBER OF ARTISTS	33	0	7	0	0	24	2	0	7	9	0	0	0	82

*NUMBER OF APPROVED APPLICATIONS FOR FISCAL YEAR INCLUDES 16 MISCELLANEOUS FUNDING APPLICATIONS

GRANT ALLOCATION BY GENRE

	POP	ROCK	URBAN	A/C	COUNTRY	FOLK	WORLD	BLUES	CLASSICAL	JAZZ	ELECTRONIC	ABORIGINAL	MISC.	TOTAL
TOTAL APPROVED FUNDING	\$763,202.30	\$1,383,175.85	\$341,894.00	\$40,000.00	\$523,413.97	\$383,178.90	\$103,765.00	\$24,591.44	\$276,892.54	\$215,596.93	\$194,350.00	\$25,000.00	\$149,639.00	\$4,424,699.93
% OF APPROVED FUNDING	17.25%	31.26%	7.73%	0.90%	11.83%	8.66%	2.35%	0.56%	6.26%	4.87%	4.39%	0.57%	3.38%	100.00%
NUMBER OF APPROVED APPLICATIONS	17	44	8	3	21	16	4	2	15	8	6	1	8	153*
NUMBER OF ARTISTS	12	21	6	2	10	8	4	2	9	3	5	0	0	82

*NUMBER OF APPROVED APPLICATIONS FOR FISCAL YEAR INCLUDES 16 MISCELLANEOUS FUNDING APPLICATIONS

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ARTIST PROFILE: AARON LINES

Aaron Lines' latest release "Moments That Matter" is his fourth to date and the first on his own record label, Outside The Lines, Inc. The first single 'Cheaper To Keep Her' raced up the Canadian country charts and hit #1 after only eleven short weeks. It was the first #1 by a Canadian artist on this chart in more than seven years. His second single 'Somebody's Son' will be released shortly and has already garnered excitement at radio and an invitation from the United States Pentagon to headline their nationally televised fundraiser for families of fallen military personnel.

The assistance of the Radio Starmaker Fund has been a crucial part of the launch and marketing of Aaron Lines' latest album. Because of this support, Aaron was able to do promotions that otherwise would have been out of the realm of possibility. These include: traveling across the country on a promotional tour visiting numerous radio

and television shows, tour enhancement, the hiring of an independent publicist and radio promoter, as well as buying advertising and taking part in retail promotions.

Not only did the Radio Starmaker Fund help financially, it was also a big help in the process of putting together the overall marketing strategy for this release. It led to Aaron Lines and his team sitting down and putting a very specific marketing plan in place that we have been following as the project unfolds.

As an independent artist trying to compete with major label acts, the Radio Starmaker Fund levels the playing field. It allows independent artists to blaze their own trail without having to depend on major labels. It lets artists like Aaron Lines retain their individuality and originality by giving them access to monies that would otherwise be unavailable to them. The Radio Starmaker

Fund has helped in the promotion of "Moments That Matter" tremendously. It has been instrumental in keeping Aaron at the top of the radio and record sales charts, allowing him to continue to be one of the top names in country music today.

BRENDA MCKEEVER
OUTSIDE THE LINES, INC



GRANT ALLOCATION BY MUSIC INDUSTRY ASSOCIATION

RADIO STARMAKER FUND

SUCCESS FACT: MARIANAS TRENCH



Marianas Trench has certainly benefited from the Radio Starmaker Fund's help with their debut album "Fix Me". This support has enabled 604 Records, an independent label, to have the necessary tools to develop and execute a strong marketing campaign to help push the band to a new level of success. Through radio and television buys in supporting markets and calculated web initiatives, we have been able to increase exposure targeting the band's specific demographic. The Radio Starmaker Fund's support has enabled Marianas Trench to end their album cycle on a high note, providing a promising start for the next project from the band.

Julie Baldwin
Director of Marketing, Promotion & Artist Relations
604 Records Inc

RECIPIENT	EVENT	CITY/PROV.	AMOUNT
CANADIAN ACADEMY OF RECORDING ARTS AND SCIENCES	2007 JUNO AWARDS	SASKATOON, SK	\$95,350.00
CANADIAN COUNTRY MUSIC ASSOCIATION	2007 CANADIAN COUNTRY MUSIC AWARDS	REGINA, SK	\$40,000.00
CANADIAN INDEPENDENT RECORD PRODUCTION ASSOCIATION	BRIAN CHATER'S RETIREMENT FROM CIRPA PARTY	TORONTO, ON	\$1,500.00
CANADIAN SONGWRITERS HALL OF FAME	2007 CANADIAN SONGWRITERS HALL OF FAME GALA	TORONTO, ON	\$35,000.00
EAST COAST MUSIC ASSOCIATION	2007 EAST COAST MUSIC AWARDS	HALIFAX, NS	\$25,000.00
INDIAN ART-CRAFTS OF ONTARIO	2007 CANADIAN ABORIGINAL MUSIC AWARDS	TORONTO, ON	\$25,000.00
POLARIS MUSIC PRIZE	2007 POLARIS MUSIC PRIZE	TORONTO, ON	\$20,000.00
WESTERN CANADIAN MUSIC ALLIANCE	2007 WESTERN CANADIAN MUSIC AWARDS	MOOSE JAW, SK	\$15,000.00
EVA AVILA	2007 CANADIAN RADIO MUSIC AWARDS	TORONTO, ON	\$2,500.00
FORFEIT	2007 CANADIAN RADIO MUSIC AWARDS	TORONTO, ON	\$2,500.00
GEORGE	2007 CANADIAN RADIO MUSIC AWARDS	TORONTO, ON	\$2,500.00
GREGORY CHARLES	2007 CANADIAN RADIO MUSIC AWARDS	TORONTO, ON	\$2,500.00
NEVERENDING WHITE LIGHTS	2007 CANADIAN RADIO MUSIC AWARDS	TORONTO, ON	\$2,500.00
REX GOUDIE	2007 CANADIAN RADIO MUSIC AWARDS	TORONTO, ON	\$2,500.00
SUITS XL	2007 CANADIAN RADIO MUSIC AWARDS	TORONTO, ON	\$2,500.00
TOMI SWICK	2007 CANADIAN RADIO MUSIC AWARDS	TORONTO, ON	\$2,500.00
		TOTAL	\$276,850.00

ARTIST PROFILE: TÉREZ MONTCALM

RADIO
STARMAKER
FUND

Well known in Quebec for her three successful French-language recordings, Tézé Montcalm added a new dimension to her career with the 2006 release of "Voodoo". This is her first English recording and her first jazz title. Described by Downbeat magazine as a "Québécoise Bonnie Raitt", Tézé's unmistakable voice and unique interpretations make this a memorable recording. Produced by the legendary producer/guitarist Michel Cusson (UZEB), "Voodoo" features jazz standards, original songs by Tézé and jazzy interpretations of pop favourites such as Jimi Hendrix's 'Voodoo Child'.

The Radio Starmaker Fund is playing a very special role in introducing Tézé to audiences across Canada and Europe. With Starmaker support, Marquis built on the initial success of the release to expand the opportunities for Tézé in Canada. This included increased advertising and retail

promotion, as well as the opportunity to enhance her live show by adding several key musicians.

Building on the success in Canada, Marquis is working with Dreyfus Jazz (Europe's largest independent jazz label) to release "Voodoo" across Europe. A Starmaker supported showcase at MIDEM in 2007, along with key shows in Paris, allowed Dreyfus to introduce Tézé to their distributors across Europe and to jazz media three months before the European release. Tézé's very special talents created a buzz. The result: advance orders and media coverage far exceeding initial projections!

Furthermore, Starmaker international touring support made possible a May 2007 introductory tour to five European countries. All this has led to Tézé having two major European tours in the fall of 2007

and excellent CD sales both physical and digital – including being the #1 downloaded jazz album on iTunes France for five months!

Tézé and Marquis thank Starmaker and its broadcast and industry partners for your support. You make a difference!

EARL ROSEN
PRESIDENT
MARQUIS



AWARDS WON BY RADIO STARMAKER FUNDED ARTISTS

RADIO STARMAKER FUND

SUCCESS FACT: STABILO



Stabilo's second release on EMI Music Canada called "Happiness & Disaster" was fortunate enough to receive support from the Radio Starmaker Fund. Overall, these monies were incredibly valuable to our efforts in breaking Stabilo from the launch to the last stages of this album cycle. Starmaker's funding helped us to bring the band to play at the 2006 Juno awards as well as to Canadian Music Week. They also made possible a run of Eastern tour dates in support of INXS that saw Stabilo play in front of arena sized crowds. Album cycles rarely go exactly according to plan and the Radio Starmaker Fund's ability to respond to Stabilo's changing needs, in addition to their tremendous funding support, were of immense importance throughout the Stabilo album campaign.

Nathan Harland
National Marketing Manager
EMI Music Canada

EVENT	ARTIST	AWARD
2007 JUNO AWARDS	MOBILE GEORGE CANYON JIM CUDDY CITY AND COLOUR LES VIOLONS DU ROY	NEW GROUP OF THE YEAR COUNTRY RECORDING OF THE YEAR - "SOMEBODY WROTE LOVE" ADULT ALTERNATIVE ALBUM OF THE YEAR - "THE LIGHT THAT GUIDES YOU HOME" ALTERNATIVE ALBUM OF THE YEAR - "SOMETIMES" CLASSICAL ALBUM OF THE YEAR: SOLO OR CHAMBER ENSEMBLE - "PIAZZOLLA"
2007 CANADIAN COUNTRY MUSIC AWARDS	DOC WALKER CORB LUND JOHNNY REID	ALBUM OF THE YEAR - "DOC WALKER" ROOTS ARTIST OR GROUP OF THE YEAR INDEPENDENT MALE ARTIST OF THE YEAR
2007 EAST COAST MUSIC AWARDS	GEORGE CANYON JILL BARBER JILL BARBER JOEL PLASKETT EMERGENCY GEORGE CANYON SLOAN CLASSIFIED	ENTERTAINER OF THE YEAR FEMALE SOLO RECORDING OF THE YEAR - "FOR ALL TIME" RECORDING OF THE YEAR - "FOR ALL TIME" SINGLE OF THE YEAR - "NOWHERE WITH YOU" COUNTRY RECORDING OF THE YEAR - "SOMEBODY WROTE LOVE" ROCK RECORDING OF THE YEAR - "NEVER HEAR THE END OF IT" RAP/HIP-HOP SINGLE TRACK RECORDING OF THE YEAR - "FIND OUT"
2006 WESTERN CANADIAN MUSIC AWARDS	THE ROAD HAMMERS CORB LUND CORB LUND	COUNTRY RECORDING - "THE ROAD HAMMERS" INDEPENDENT RECORDING - "HAIR IN MY EYES LIKE A HIGHLAND STEER" ROOTS RECORDING - "HAIR IN MY EYES LIKE A HIGHLAND STEER"
2007 CANADIAN RADIO MUSIC AWARDS	NEVERENDING WHITE LIGHTS CITY AND COLOUR GEORGE MOBILE MOBILE REX GOUDIE	BEST NEW GROUP (ROCK) OF THE YEAR - "THE GRACE" BEST NEW SOLO ARTIST (ROCK) OF THE YEAR - "SAVE YOUR SCISSORS" BEST NEW GROUP OR SOLO ARTIST (DANCE/URBAN/RHYTHMIC) OF THE YEAR - "TALK TO ME" BEST NEW GROUP (CHR) OF THE YEAR - "OUT OF MY HEAD" BEST NEW GROUP (HOT A/C) OF THE YEAR - "OUT OF MY HEAD" BEST NEW SOLO ARTIST (CHR) OF THE YEAR - "RUN"

AWARDS WON BY RADIO STARMAKER FUNDED ARTISTS CONTINUED

RADIO STARMAKER FUND

SUCCESS FACT: TEN SECOND EPIC



The assistance of the Radio Starmaker Fund has ensured that Ten Second Epic was not only able to sustain their growing popularity but also to reach new fans. With the generosity of the Radio Starmaker Fund, "Count Yourself In" has enjoyed the benefit of several forms of advertising including online, print and radio. As a result, sales of "Count Yourself In" increased approximately 21.5% in the past three months, almost a year since its release. The infusion of a new, aggressive marketing campaign has generated a new momentum - a momentum that will safely carry Ten Second Epic through the writing and recording process for their next album, which is due out in early 2008.

Ian Stanger
Co-Owner,
Black Box Recordings

EVENT	ARTIST	AWARD
2007 THE INDIES	ALEXISONFIRE ALEXISONFIRE FEIST NEVERENDING WHITE LIGHTS CORB LUND MSTRKRFT THE SADIES THE TREWS CADENCE WEAPON	FAVOURITE ALBUM OF THE YEAR - "CRISIS" FAVOURITE GROUP OF THE YEAR FAVOURITE SOLO ARTIST OF THE YEAR SINGLE OF THE YEAR - "THE GRACE" FAVOURITE COUNTRY ARTIST/GROUP OF THE YEAR FAVOURITE ELECTRONICA ARTIST/GROUP OF THE YEAR FAVOURITE FOLK/ROOTS ARTIST/GROUP OF THE YEAR FAVOURITE ROCK ARTIST/GROUP OF THE YEAR FAVOURITE URBAN ARTIST/GROUP OF THE YEAR
2006 CASBY AWARDS	ALEXISONFIRE CITY AND COLOUR	FAVOURITE NEW INDIE RELEASE - "CRISIS" FAVOURITE NEW ARTIST
2007 POLARIS MUSIC PRIZE	PATRICK WATSON	"CLOSE TO PARADISE"

ARTIST PROFILE: SERENA RYDER

RADIO
STARMAKER
FUND

Twenty-three year old Serena Ryder is no stranger to the music scene, having been writing songs since the age of fifteen. She's been releasing independent records on her own, developing a rabid fan base both here at home and internationally, for some time. She has also had the opportunity to take part in major tours with the likes of Bachman Cummings, Hawksley Workman and many more.

Her first album with EMI entitled "If Your Memory Serves You Well", was released in November of 2006 and is a tribute to Canadian songwriters. Five hundred songs were considered from one hundred years of Canadian songs and songwriting during the period from 1867 to 1967. Songs chosen for the album are some of the best our country has offered and were huge hits by such artists as Johnny Cash, Leonard

Cohen, Ray Charles, Louis Armstrong, Frank Sinatra and Ella Fitzgerald, amongst many others.

It has been a whirlwind year for Serena and the Radio Starmaker Fund has played a significant role in helping her become a bona fide star here in Canada. The funding has allowed us to take Serena to the next level via various media portals. A national television campaign that ran while Serena was touring in the U.S., proved to be a success and allowed us to connect Serena's voice and image to a broad fan base. We were able to utilize the success from her previous single 'Weak In The Knees' and introduce Serena's third single, 'Just Another Day' with radio advertising buys on AC and Hot AC radio stations. The funding we received for on-line and print advertising allowed us to be more creative in our cam-

paigns as well as allowing us to advertise in non-traditional outlets.

Subsequently, the Radio Starmaker Fund has played a major role in helping Serena get to where she is. We are thrilled to continue working on this brilliant project and are truly ecstatic for what is still to come for Serena. It is clear that Serena has established herself as a remarkable talent with a voice that effortlessly transcends generations of music.

JENNIFER ANDERSON
MANAGER, MARKETING DEPARTMENT
EMI MUSIC CANADA



ALLOCATION OF FUNDING BY CATEGORY


 RADIO
STARMAKER
FUND

CATEGORY	TOTAL APPROVED FUNDING	% OF TOTAL APPROVED FUNDING	CATEGORY	TOTAL APPROVED FUNDING	% OF TOTAL APPROVED FUNDING
PRINT ADVERTISING	\$300,498.59	6.79%	REHEARSAL SPACE RENTAL	\$7,092.73	0.16%
RADIO ADVERTISING	\$592,603.92	13.39%	OPENING ACT TOUR SUBSIDY	\$72,000.00	1.63%
TV ADVERTISING	\$579,852.27	13.11%	TOUR BUS	\$11,840.00	0.27%
WEB ADVERTISING	\$137,802.43	3.11%	MISC. - MUSIC ASSOCIATION, ETC.	\$276,850.00	6.26%
SHOWCASING	\$23,171.00	0.52%	INTERNATIONAL - CD SAMPLERS	\$4,487.20	0.10%
INDEPENDENT RADIO PROMOTER	\$150,894.00	3.41%	INTERNATIONAL - PRINT ADVERTISING	\$36,291.78	0.82%
INDEPENDENT PUBLICITY	\$177,636.00	4.02%	INTERNATIONAL - RADIO ADVERTISING	\$0.00	0.00%
CD SAMPLERS	\$5,843.00	0.13%	INTERNATIONAL - TV ADVERTISING	\$0.00	0.00%
CONTESTS	\$25,810.00	0.58%	INTERNATIONAL - WEB ADVERTISING	\$2,804.63	0.06%
POSTERING	\$204,499.79	4.62%	INTNL - INDEPENDENT RADIO PROMOTER	\$15,310.35	0.35%
PROMO TOUR	\$33,723.44	0.76%	INTERNATIONAL - INDEPENDENT PUBLICITY	\$127,479.00	2.88%
RETAIL PROMOTIONS	\$416,776.49	9.42%	INTERNATIONAL - POSTERING	\$1,682.70	0.04%
TV SHOWS	\$24,736.31	0.56%	INTERNATIONAL - PROMO TOUR	\$5,478.63	0.12%
WEB DESIGN	\$61,504.00	1.39%	INTERNATIONAL - RETAIL PROMOTIONS	\$55,277.37	1.25%
TOUR - ADDITIONAL MUSICIANS	\$51,710.00	1.17%	INTERNATIONAL - TOURING	\$864,750.00	19.54%
TOUR - ADDITIONAL PRODUCTION	\$21,080.00	0.48%	INTERNATIONAL - SHOWCASING	\$78,094.30	1.77%
TOUR - ADDITIONAL TECHNICAL CREW	\$57,120.00	1.29%	TOTAL	\$4,424,699.93	100.00%

ARTIST PROFILE: PATRICK WATSON

RADIO
STARMAKER
FUND

Developing a new artist can be a notoriously difficult task in the current music market in Canada, let alone developing a new artist as the first ever release on a new independent label. The assistance of the Radio Starmaker Fund played a crucial role for Secret City Records in taking Patrick Watson from 'Montreal's best kept secret' to national (and now international) star.

In the one short year since the release of "Close to Paradise", Patrick Watson has garnered both critical and commercial success—from Juno and Polaris nominations to an album about to go gold. Starmaker helped this happen on a number of fronts.

Through two waves of funding, we were able to support Patrick's music at commercial radio and eventually found ourselves with a number one hit in Quebec for the track 'The Great Escape'. That song would go on to be featured on ABC's "Grey's

Anatomy". It is still one of our hottest downloads and a driver of album sales in Quebec, as well as the rest of the country.

For a young band, the Radio Starmaker Fund was also integral in terms of ensuring that the first two Canadian tours were adequately supported. This meant everything from being able to bring a sound technician on the road (all the more important when dealing with small and potentially understaffed venues) to ensuring that poster campaigns were executed in various key, new markets in tandem with the tour.

In our second wave of funding, we were also able to pursue television advertising spots on CTV to reinforce the awareness generated by the Grey's Anatomy synch and Juno nomination. The cost of this kind of advertising and exposure would normally have been prohibitive for a label of our size but thanks to Starmaker, we were able

to promote both Patrick Watson and "Close to Paradise" at the level they so rightly deserved.

ANDREW ROSE
LABEL MANAGER
SECRET CITY RECORDS



FINANCIAL HIGHLIGHTS FISCAL YEAR 2006–2007

RADIO STARMAKER FUND

The accompanying condensed financial statements provide an overview of the Fund's operations and are derived from the complete financial statements of Radio Starmaker Fund as at August 31, 2007 and for the year then ended on which our auditors, PricewaterhouseCoopers LLP, have expressed an opinion without reservation in their report dated December 6, 2007.

These condensed financial statements are offered for ease of reference only and do not contain all the disclosures required by Canadian generally accepted accounting principles. Complete financial statements are available on request from Radio Starmaker Fund.


**RADIO
STARMAKER
FUND**
**RADIO STARMAKER FUND CONDENSED
STATEMENT OF FINANCIAL POSITION
AS AT AUGUST 31, 2007**

2007

	ADMINISTRATION FUND	CAPITAL ASSET FUND	GRANT FUND	TOTAL
ASSETS	\$	\$	\$	\$
CURRENT ASSETS				
CASH	61,747	-	460,899	522,646
SHORT-TERM INVESTMENTS	-	-	6,798,890	6,798,890
PREPAID EXPENSES	7,690	-	-	7,690
	<u>69,437</u>	<u>-</u>	<u>7,259,789</u>	<u>7,329,226</u>
INTERNALLY RESTRICTED INVESTMENTS	300,000	-	-	300,000
CAPITAL ASSETS - NET	<u>-</u>	<u>15,495</u>	<u>-</u>	<u>15,495</u>
	<u>369,437</u>	<u>15,495</u>	<u>7,259,789</u>	<u>7,644,721</u>
LIABILITIES				
CURRENT LIABILITIES				
GRANT LIABILITY	-	-	2,746,229	2,746,229
ACCOUNTS PAYABLE AND ACCRUED LIABILITIES	14,499	-	-	14,499
	<u>14,499</u>	<u>-</u>	<u>2,746,229</u>	<u>2,760,728</u>
FUND BALANCES				
INVESTED IN CAPITAL ASSETS	-	15,495	-	15,495
RESTRICTED	300,000	-	4,513,560	4,813,560
UNRESTRICTED	54,938	-	-	54,938
	<u>354,938</u>	<u>15,495</u>	<u>4,513,560</u>	<u>4,883,993</u>
	<u>369,437</u>	<u>15,495</u>	<u>7,259,789</u>	<u>7,644,721</u>


 RADIO
STARMAKER
FUND

 RADIO STARMAKER FUND CONDENSED
STATEMENT OF FINANCIAL POSITION
AS AT AUGUST 31, 2006

2006

	ADMINISTRATION FUND	CAPITAL ASSET FUND	GRANT FUND	TOTAL
ASSETS	\$	\$	\$	\$
CURRENT ASSETS				
CASH	20,003	-	749,870	769,873
SHORT-TERM INVESTMENTS	-	-	6,020,336	6,020,336
PREPAID EXPENSES	7,410	-	-	7,410
	<u>27,413</u>	<u>-</u>	<u>6,770,206</u>	<u>6,797,619</u>
INTERNALLY RESTRICTED INVESTMENTS	300,000	-	-	300,000
CAPITAL ASSETS - NET	<u>-</u>	<u>4,462</u>	<u>-</u>	<u>4,462</u>
	<u>327,413</u>	<u>4,462</u>	<u>6,770,206</u>	<u>7,102,081</u>
LIABILITIES				
CURRENT LIABILITIES				
GRANT LIABILITY	-	-	2,702,564	2,702,564
ACCOUNTS PAYABLE AND ACCRUED LIABILITIES	577	-	-	577
	<u>577</u>	<u>-</u>	<u>2,702,564</u>	<u>2,703,141</u>
FUND BALANCES				
INVESTED IN CAPITAL ASSETS	-	4,462	-	4,462
RESTRICTED	300,000	-	4,067,642	4,367,642
UNRESTRICTED	26,836	-	-	26,836
	<u>326,836</u>	<u>4,462</u>	<u>4,067,642</u>	<u>4,398,940</u>
	<u>327,413</u>	<u>4,462</u>	<u>6,770,206</u>	<u>7,102,081</u>

RADIO STARMAKER FUND CONDENSED STATEMENT
OF OPERATIONS AND CHANGES IN FUND BALANCES
FOR THE YEAR ENDED AUGUST 31, 2007

RESTRICTED FUNDS 2007

	CAPITAL ASSET FUND	GRANT FUND	TOTAL
REVENUES	\$	\$	\$
CONTRIBUTIONS FROM CAB	–	3,933,757	3,933,757
DISCRETIONARY FUNDS FOR CANADIAN TALENT DEV.	–	2,142	2,142
INTEREST	–	310,608	310,608
	–	4,246,507	4,246,507
EXPENSES AND LOSSES			
GRANTS, NET OF REALLOCATED UNUSED FUNDING	–	3,200,589	3,200,589
AMORTIZATION	2,783	–	2,783
	2,783	3,200,589	3,203,372
EXCESS (DEFICIENCY) OF REVENUES OVER EXPENSES	(2,783)	1,045,918	1,043,135
FUND BALANCES – BEGINNING OF YEAR	4,462	4,067,642	4,072,104
INTERFUND TRANSFERS – ADMIN. COST ALLOCATION	13,816	(600,000)	(586,184)
FUND BALANCES – END OF YEAR	15,495	4,513,560	4,529,055

RADIO STARMAKER FUND CONDENSED STATEMENT
OF OPERATIONS AND CHANGES IN FUND BALANCES
FOR THE YEAR ENDED AUGUST 31, 2006

RESTRICTED FUNDS 2006

	CAPITAL ASSET FUND	GRANT FUND	TOTAL
REVENUES	\$	\$	\$
CONTRIBUTIONS FROM CAB	–	3,699,028	3,699,028
DISCRETIONARY FUNDS FOR CANADIAN TALENT DEV.	–	62,742	62,742
INTEREST	–	202,676	202,676
	–	3,964,446	3,964,446
EXPENSES AND LOSSES			
GRANTS, NET OF REALLOCATED UNUSED FUNDING	–	2,254,738	2,254,738
AMORTIZATION	5,209	–	5,209
BANK SERVICE CHARGES	–	155	155
	5,209	2,254,893	2,260,102
EXCESS (DEFICIENCY) OF REVENUES OVER EXPENSES	(5,209)	1,709,553	1,704,344
FUND BALANCES – BEGINNING OF YEAR	8,328	2,833,089	2,841,417
INTERFUND TRANSFERS – ADMIN. COST ALLOCATION	1,343	(475,000)	(473,657)
FUND BALANCES – END OF YEAR	4,462	4,067,642	4,072,104

ARTIST PROFILE: THE WAILIN' JENNYNS

RADIO
STARMAKER
FUND

The Wailin' Jennys have experienced great acclaim since their formation in 2002. A 2005 JUNO Award win, tours with Garrison Keillor's celebrated *A Prairie Home Companion*, performances with luminaries like Bonnie Raitt, Bruce Cockburn, Roseanne Cash and Meryl Streep and over fifty-four weeks on Billboard's Top Bluegrass Albums chart are just some of the band's recent accomplishments.

They toured their first full-length CD, the Juno Award-winning "40 Days" extensively throughout Canada and ultimately hit the road in the United States, Australia and the United Kingdom. While many of the international performances were in more intimate venues, these shows were essential in introducing and developing the band in these lucrative markets.

The momentum continued to build both in Canada and internationally with the release of "Firecracker", which garnered a 2006 JUNO Award nomination. The album was released in Canada, the U.K. (Jericho Beach Music), the U.S. (Red House Records) and Australia (Shock Records).

Thanks to the Radio Starmaker Fund, the band was able to begin 2007 with an extensive tour that covered England, Spain, Wales and Scotland with a road manager/sound technician and a support musician. The additional instrumentation significantly enhanced The Wailin' Jennys' shows and helped to make a significant impression on presenters and the industry members present at their sold out Celtic Connections performance in a 3000 seat venue. This tour enabled the

band to break new ground in Europe and has resulted in numerous bookings for 2008.

JILL BROOKSBANK
MAINSTAGE MANAGEMENT

