



NEWS RELEASE

## Aaron Named SVP, International, Atlantic Records

2005-12-14

Tom Aaron has been appointed Senior Vice President of International for Atlantic Records, based at the company's New York headquarters. The announcement was made today by Atlantic Chairman/CEO Craig Kallman and President Julie Greenwald. Aaron joins Atlantic following an 11-year stint at Columbia Records, where he was most recently Vice President and Head of the label's International Department.

In his new post, Aaron oversees the day-to-day activities of Atlantic's International Department, with a focus on developing global marketing and artist development plans for the label's roster.

In making the announcement, Craig Kallman commented: "More than at any time in the history of our industry, the music business is a global business. The development of truly international stars is one of our highest priorities at Atlantic, especially as new technology and the global media explosion continue to break down boundaries between people, countries, and cultures. Tom's years of experience working in and running the international department at a major label and his expertise in breaking artists on a global level are second to none. I am very happy to welcome Tom to the Atlantic family, and I know he has great things in store for us around the world."

Julie Greenwald stated: "Tom is an extremely talented executive who comes armed with a wealth of experience and knowledge of the global marketplace. It is so important for Atlantic to continue to develop and break international superstars around the world-performers whose music crosses all borders and cultures. Tom's creative and aggressive promotional and marketing strategies will undoubtedly help spearhead our efforts on the international front. I am thrilled to welcome him to the Atlantic team."

Tom Aaron began his career in the music industry in 1991 as a marketing assistant at EMI Records. The following year, he joined Columbia Records' International Department as an assistant. In 1993, he was named Coordinator and subsequently advanced through the ranks of the department, serving as Manager, Associate Director, Director, Senior Director, and Vice President. In 2001, he was named Head of Columbia's International Department.

Aaron received a Bachelor of Science degree in TV/Radio/Film from Syracuse University in 1991.