NEWS RELEASE

Rhino Named Label of The Year

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NARM Award is Company's Second Win in a Row and Fifth Win in Last Six Years

Rhino Records, the world's leading reissue and recorded pop culture imprint, was named "Large Entertainment Software Supplier of The Year" for the second year in a row by the National Association of Recording Merchandisers at the closing night awards ceremony of the trade group's 48th annual convention in Kissimmee, FL last week.

Representing thousands of U.S. stores, wholesalers, and distributors of prerecorded music and entertainment software, NARM serves as the voice of the music retailing industry. Competing in the trade association's major label category, Rhino surpassed fellow finalists Interscope/Geffen/A&M, Island Def Jam, and Universal/Motown to win its fifth NARM award in the last six years.

The award recognizes outstanding achievement in several areas: product quality, effectiveness of corporate communications, employee skills and benefits, merchandising materials, marketing campaigns, professionalism of business dealings, company support for partners in the industry, and notable awards or achievements.

"We're honored that our colleagues at NARM have given us this award again," notes Rhino President Scott Pascucci. "We couldn't accomplish what we have without the strong support of the retail community and our partners at WEA."

Source: Rhino Entertainment