



NEWS RELEASE

## Warner Music Group Names JetBlue's Peter Scherr, Vice President of Interactive Marketing

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### Executive Responsible for Development of jetblue.com to Support WMG's Interactive Marketing Efforts

NEW YORK, NY, May 09, 2007-- Warner Music Group Corp. (NYSE: WMG) today announced the appointment of Peter Scherr to Vice President, Interactive Marketing. Based in New York and effective immediately, Scherr reports to Dan Pelson, WMG's Senior Vice President, Global Consumer Marketing.

In his new position, Scherr will lead a team that will work closely with WMG's labels to greatly expand the scope of WMG's worldwide interactive marketing efforts, including mobile marketing, e-commerce and search engine marketing and web site optimization.

Prior to joining WMG, Scherr served as Director, Interactive Marketing for JetBlue Airways Corporation from 2004 to 2007 where he was responsible for the development and management of jetblue.com, the web site representing 80% of the airline's annual bookings. Additionally, he managed the use of web site analytics in support of revenue management analysis and the company's email and search engine marketing programs. Scherr also presided over the implementation of a content management system across all online properties.

In making the announcement, Pelson said, "By analyzing and optimizing web site traffic for all of WMG's artist and label sites, we hope to create more touch points to offer a more constant and interactive dialogue between fans and their favorite artists. With Peter's extensive internet marketing and sales experience for innovative companies such as JetBlue and DoubleClick, I am confident that he will enhance our interactive marketing efforts."

Scherr added, "Warner Music Group maintains a collection of some of the most engaging and well-known web sites

in music and entertainment. I'm extremely excited to join such an innovative and forward-thinking company such as WMG and I look forward to contributing to the next phase of the company's digital evolution."

Currently, WMG manages or maintains a network of 850 web sites that collectively reach more than 10 million unique users on a monthly basis.

Scherr joined JetBlue from DoubleClick, Inc. where he served as Product Director since 2000. In this role, he was responsible for email product management and coordinated integration efforts with DoubleClick's suite of online marketing solutions. Scherr also played a key role in reengineering the company-wide business processes and strategic management efforts.

From 1999 to 2000, Scherr was Director of Sales at Flashbase, Inc., a start-up company founded in 1999 and later acquired by DoubleClick in 2000. In this role, he was responsible for the sales process of online promotions and helped guide the overall strategic direction of the company as a member of the management team.

Scherr received his M.B.A. degree from The Wharton School at the University of Pennsylvania in 1997 and his B.A. degree from Lehigh University in 1992.

#### About WMG

Warner Music Group became the only stand-alone music company to be publicly traded in the United States in May 2005. With its broad roster of new stars and legendary artists, Warner Music Group is home to a collection of the best-known record labels in the music industry including Asylum, Atlantic, Bad Boy, Cordless, East West, Elektra, Lava, Maverick, Nonesuch, Perfect Game, Reprise, Rhino, Roadrunner, Rykodisc, Sire, Warner Bros. and Word. Warner Music International, a leading company in national and international repertoire, operates through numerous international affiliates and licensees in more than 50 countries. Warner Music Group also includes Warner/Chappell Music, one of the world's leading music publishers.