NEWS RELEASE

Warner Music Group and Rhino Entertainment to Offer Donald J. Trump Mobile Personalization Content

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Variety of Mobile Content Available Across All Major U.S. Wireless Carriers

NEW YORK, NY, Sep 19, 2005 -- Warner Music Group Corp. (NYSE: WMG) has signed an exclusive, worldwide licensing and distribution agreement with business titan and pop culture icon Donald Trump for the official Trump Mobile content. This unique package of mobile content includes voice ringtones, wallpaper, video ringtones and voice ringback tones, and will be available through all four major U.S. wireless carriers, as well as other wireless services, beginning this week.

Rhino Entertainment, a division of WMG, is making available Donald Trump voice recordings for use as ringtones and ringback tones, as well as exclusive video of Trump for video ringtones and images of Trump for use as mobile wallpaper. In all, Rhino will create more than 75 unique mobile entertainment products, expressing the wit and business acumen that have made Trump one of the world's most successful business leaders and an international superstar.

WMG has secured special agreements with Cingular Wireless, T-Mobile and Sprint Nextel to provide these Trump Mobile products to customers. Additional deals are in place with other domestic and international wireless carriers. The four major U.S. carriers will begin offering Trump Mobile products in the two weeks surrounding the September 22 premiere of the new season of "The Apprentice." Adding to the unprecedented coordination in the launch of wireless personalization content, WMG has established a premium SMS service for the Trump Mobile personalization products, allowing wireless consumers to text "TRUMP" to 74466 to purchase Trump Mobile

personalization products directly on their phones. In October, consumers will be able to purchase Trump Mobile personalization products through trumpringtones.com.

The Trump collection of voice and video ringtones and ringback tones include phrases such as "Always stay focused. Also you're getting a phone call, focus on that"; "You're getting a phone call and believe me it better be important, I have no time for small talk and neither do you"; "What did you think, they were going to answer the phone after the first ring? For all you know they could be talking to me on the other line"; "Why not answer your phone, you could be missing out on some really big business"; and "What are you going to do, listen to me all day?"

"Like everything I do, these products will be bold and innovative. When Donald Trump's voice is coming out of your cell phone, everyone around you will know you mean business," Trump said. "With Trump Mobile personalization products, people can finally get some valuable advice while their phones are ringing."

"The Trump name and voice are known worldwide, and it was great to work with Donald to create this unique and innovative mobile content," said Alex Zubillaga, Executive Vice President, Digital Strategy and Business Development for WMG. "The breadth and depth of our world-renowned artist roster, combined with our aggressiveness in the mobile space, have enabled us to create one of the broadest mobile distribution networks of any entertainment company. This distribution network, along with our expertise in developing and marketing great recordings with major talent, makes WMG an attractive partner for personalities, like Donald Trump, seeking to extend their brands to million of wireless subscribers."

The Trump branded mobile personalization content will be available beginning September 16 through T-Mobile, September 22 through Sprint Nextel and the week of September 26 through Cingular Wireless. In support of the Trump Mobile personalization products, T-Mobile has listed the Trump mobile personalization products as one of its content "Top Picks" in addition to offering a Trump ringback tone as the Bonus CallerTune(TM) (ringback tone) of the month, which allows CallerTunes subscribers to use the voice clip free of charge for a limited time. This is the first time a voice ringback tone has been designated as a Bonus CallerTune. Sprint Nextel will launch Trump Mobile personalization products with specific marketing initiatives aimed at subscribers including exclusive video ringers, and Cingular Wireless will designate Trump Mobile personalization products as a "Featured Pick," and will create a "Trump's Picks" category to promote other WMG ringtones as well.

In keeping with the integration of Trump businesses, Trump Mobile personalization products will also be showcased at the three Trump Casino Resorts in Atlantic City -- Trump Taj Mahal, Trump Plaza and Trump Marina -- which will feature advertisements, flyers and in-house entertainment networks promoting the individual Trump Mobile personalization products.

WMG is a leader in mobile music and the use of wireless technology. WMG works closely with cellular carriers and

device manufacturers to develop mobile music content, including ringtones, ringback tones, artist-branded games, music videos and celebrity non-music personalization products for mobile channels. In the U.S., WMG has led the music industry with a series of wireless firsts, including being the first music company to offer a mobile music streaming service and the first music company to offer full music video downloads through a wireless carrier.

About The Trump Organization

The Trump Organization is a number one privately held company in New York. Donald J. Trump, President and Chairman, is the number one real estate developer in New York City and heads up a diverse empire of properties. He is also the co-producer and star of NBC's hit show, "The Apprentice."

About Warner Music Group

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 Atlantic, Bad Boy, Elektra, Lava, Maverick, Nonesuch, Reprise, Rhino, 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, with a catalog of more than one million copyrights worldwide. For more information about Warner Music Group, visit our corporate website at www.wmg.com.

About Rhino Entertainment

Based in Burbank, California, Rhino Entertainment was founded in 1978 in Los Angeles. Beginning with novelty records, then branching into archival reissues and definitive anthologies and various-artists series, the company is recognized as the world's leading pop culture label. With a commitment to a superior experience for the consumer, Rhino packs its products with bonus tracks, informative liner notes, photos, and the best sounding audio possible. Rhino's Home Video division is home to everything from oddball cult films and classic TV programs to longform live music performances and a line of action sports releases. Rhino's New Media department is an industry leader for digital and mobile initiatives. Rhino.com sells digital downloads, mobile content, merchandise, and a huge selection of audio and video titles. Rhino is a part of the Warner Music Group. You can visit us on the Web at www.rhino.com.

*Editor's Note: Trump mobile personalization product images and audio content are available upon request for broadcast. Please contact: