



Over 80% of the independent record stores in America have closed in the past decade and have been replaced by massive box stores like Wal-Mart, Target, Costco, and Hastings. This trend has created a new market in its wake by leaving millions of music buyers without the convenient local locations they've depended on for years. This paradigm shift has had significant repercussions in the Texas market where music is one of our state's greatest cultural products and artistic exports. Given their independent nature, Texas musicians aren't inclined to submit to the national marketing guidelines that define the box store methodology and Texas consumers aren't inclined to allow national trends to define their musical tastes. There is a special need for an alternative distribution system that brings Texas music to Texas consumers. Icehouse Music has created such an alternative.

Our philosophy is simple: As the mega-retailers continue to focus on the latest national trends in popular music, we have created a direct link between the artist and the buyer through our unique point-of-purchase displays. We've spent years traversing the state placing our CD boxes in convenience stores, coffee shops, truck stops, gift shops, and many other small, independent locations not generally associated with CD sales. This provides the Texas consumer with a handy source for the homegrown music they identify with and the ever-growing array of first-rate Texas artists that aren't available at Wal Mart.

Our consignment program costs your company absolutely nothing. We provide the display piece and the inventory, we service the boxes and keep them stocked with the best tunes in Texas, and you make \$5.00 per CD sold. The average retail store nets over \$100 a month and high traffic stores and gift shops regularly net over \$400 a month. The only thing required from you is a small section of counter space.

Icehouse Music prides itself on the quality of our CDs, our quick and reliable service (our service personnel are in and out of your establishment with no disruption to your staff or customers), and we're particularly proud of our support for music education in Texas. We distribute for the Texas Music Project—a non-profit organization that produces CDs featuring top Texas artists with all proceeds going to independent school districts across the state—and the Center for Texas Music History at Texas State University whose CD sales help fund their operations. To learn more about these special projects please visit the Texas Music Project at [texasmusicproject.org](http://texasmusicproject.org) or the Center for Texas Music History at <http://www.txstate.edu/ctmh/>.

We hope you'll take a moment to review the materials enclosed and check out our tremendous selection of top Texas talent. We would love to place a box with you and customize a selection of titles that would appeal to your customers.

It's rare to discover a marketing opportunity that requires no funding, maintenance, liability, or labor yet still adds to your bottom line. Please let us demonstrate to you what we've demonstrated to hundreds of other merchants across the state: Texans love their music and when it's presented to them in a convenient format, they'll buy it.