#### WHO'S WHO AT RED LABEL

980 N. Michigan Ave. Chicago, IL 60611 (312)337-8190

Recently established Red Label Records, Inc, is part of the privately held Red Entertainment Corp. which also consists of Red Label Music Publ'g., Inc. and Red Writers, Inc. With corporate offices in downtown Chicago, Red Label also operates a 24 track recording studio just outside the city limits.

The company's philosophy is summed up in its press release, "Red Label is to be <u>independent</u> and <u>profitable</u>....manufacturing, distribution and promotion within the United States will be done <u>with</u> and <u>by</u> independent business people."

------ Red Label Artist Roster

Linda Clifford, The Emotions, Silent Treatment

Red Label Management Personnel



# RED LABEL



### Richard A. Tufo

Executive Vice President and Chief Operating Officer, Richard A. Tufo spent the past two years creating, planning and executing the strategy and concept behind Red Label Records, Inc. The start of Red Label Records represents the realization of his long-held personal goal.

Tufo has distinguished himself as a film scorer, conductor, composer and record producer involved in motion pictures such as Claudine", "Let's Do It Again", and "A Piece of the Action" with Sidney Poitier and Bill Cosby; "Sparkle" with Irene Cara; major musical television efforts such

as "The Midnight Special" and Don Kirschner's "Rock Concert"; albums for Aretha Franklin, Curtis Mayfield, Gladys Knight and the Pips, Doobie Brothers, Linda Clifford, Johnny Mathis, The Staple Singers, and The Impressions.

A native of Chicago, Tufo learned the business as a musician. His empathy for the creative remains the motivating force in his work.



## Mitchell C. Berk

Vice President of Marketing, Mitchell C. Berk, joined Red Label Records in July, bringing with him seven years of sales and advertising experience.

As the National Sales Manager and Director of Advertising for Beecham Cosmetics, Berk was instrumental in planning many successful product campaigns.

Berk will direct all sales, marketing and advertising activities for Red Label Records.

#### Richard Girod

National Sales/Promotion Director, Richard Girod, has just joined Red Label Records this year. With ten years of record business experience, Richard began his career in distribution with M.S. Distributors in Chicago. From there, in 1976 he moved to promotion director for A&M Records. He stayed in promotion until 1979 when he then moved into sales and marketing.

## Bob Fead

Marketing and Sales consultant.