



August 19th, 2013

***REDAN ALCHEMY ANNOUNCES PARTNERSHIP WITH IMAGEM MUSIC GROUP TO
EXPLORE CREATIVE OPPORTUNITIES WITH LYRICS AND BRANDS***

Redan Alchemy, the IP division of Redan Publishing, the UK's leading independent publisher of children's magazines, is delighted to announce their partnership with Imagem, the world's largest independent music publisher, to explore opportunities to use iconic music and lyrics from their diverse roster of artists and composers.

CEO of Redan Alchemy, Michael Gottlieb, has carved out a niche turning songs into brands to be used on consumer products, a relatively untapped revenue stream for music publishers.

Imagem Music Group represents an ever-expanding catalogue of writers, composers, lyricists and producers across their three units, Imagem Music (Vampire Weekend, M.I.A, Stone Roses, Phil Collins), Boosey & Hawkes (from Aaron Copland and Igor Stravinsky to Benjamin Britten and Karl Jenkins) and Rodgers and Hammerstein (controlling the rights to the world's most popular stage and film musicals including The Sound Of Music, Oklahoma! and The King and I).

The new licensing partnership will be responsible for the creative exploitation across all units.

Natasha Baldwin Group President Creative and Marketing at Imagem Creative Services commented "Our group offers an impressive range of musical genres and we believe that Redan Alchemy shares our appetite for growth and excellence in all that we do. We look forward to seeing our lyrics being taken out into the market, over the coming months."

Gottlieb added "Recent deals have shown that there is a hunger for licensed products featuring popular music lyrics, as they resonate strongly with the buying public. So, I'm delighted to be representing such a rich and diverse catalogue through our new partnership with Imagem."

-Ends -

For more information please do not hesitate to contact Michael Gottlieb, on 07887 565 900 or michael@redan.com