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Mirus Music was formed three years ago in Cleveland, Ohio by music industry veterans, Ron Schafer, Ron Iaforano, and Harvey Korman. The company manufactures and distributes records under various labels, including Vintage, Our Gang Entertainment, Devaki, Muscle, Crash, Satril, and its own Lakeside Records. It handles all the national promotion, sales, marketing/merchandising and publicity for these labels.

Mirus broke into the limelight in early 1981 when its "Carol Hensel's Exercise & Dance Program" album on Vintage Records became the first exercise record ever to appear on the national "Top 100" charts. The album subsequently became the first exercise record to go Gold and Platinum, and remained on the top album charts for well over a year. Carol Hensel's Volume 2, released last December, recently went gold, and Volume 3 is set for release in September.

When the first Carol Hensel album was released, few people in the record industry paid much attention. Mirus, however, was confident that the time was right for an aerobic exercise album to make it big in America. Right from the start, Mirus assumed an aggressive posture in the marketing of Hensel's product.

According to Ron Iaforano, Mirus' Vice President and General Manager, every available avenue was exploited in breaking the album. "We succeeded in convincing radio stations in major markets throughout the country to play cuts from the album on their morning shows. Promotional copies of the record were also sent to health spas and YWCA's. We helped coordinate Carol's personal appearances on TV and radio programs, at shopping malls, and in record stores to promote sales and visibility. At the same time, we launched a major newspaper publicity campaign that resulted in over 100 feature articles about Hensel in virtually every area of the country."

With the success of Hensel's albums, Mirus Music introduced a revolutionary trend in the marketing of exercise records, and spawned the release of countless other exercise albums by major and minor labels. Exercise albums are now a bona fide part of the record industry and have gained tremendous public acceptance. Mirus Music can justly claim it played a major role in making it happen.

But exercise albums are only one facet of Mirus' involvement in the music world. "We're intent on building solid, long-term relationships with record producers and recording artists in every category of contemporary music," says Iaforano. Those intentions have already become realities in the black music area. "We've nationally charted 9 out of 10 R&B records we've released to date, which is a pretty respectable batting average," Iaforano asserts. Mirus currently has two entries on the black singles chart - Dunn & Bruce Street's "Shout For Joy" (Devaki Records) and Amusement Park's "Groove Your Blues Away" (Our Gang Entertainment Records). Mirus will soon release debut albums by both of these acts.

On the pop/rock side, Mirus' artist roster includes Tommy Chris, and the group Link, both on Our Gang Entertainment Records. Link is currently in the studio recording their second album.

Mirus recently entered into an exclusive international licensing agreement with England's Henry Hadaway Organization. The agreement calls for the distribution and representation of Hadaway's Crash and Satril labels in the U.S. and Canada. The first U.S. release on Satril was "Dance Little Bird (Birdie Song)" by The Tweets, which went to the top of the charts in England. Mirus plans to domestically release several more acts this year on Hadaway's Crash and Satril labels. They include Sporting Life, David Kaye, Linda, Midnite Express, and Chris Lamar. Mirus also administers Hadaway's publishing catalogues in the U.S. and Canada.

The release of a series of jazz albums by German trombonist, Peter Herbolzheimer, is also on the drawing boards, via licensing agreements with Deutch Grammophon and Chappell Musikverlage. Rounding out Mirus' international activity is its foreign licensing of American product throughout the world, which has already resulted in one platinum and two gold albums in markets outside the U.S.

Mirus is also actively involved in music publishing with its Murios (ASCAP) and Mirus (BMI) Publishing Companies. The publishing operation is undergoing a period of rapid expansion and increasing catalogue exploitation.

Although Mirus Music has diversified its musical base, it isn't turning its back on the exercise market. Besides Carol Hensel's Volume 3, the company will also soon release "Jayney Scandiff's Aerobic Lifestyle" album, which Mirus is touting as "The One Exercise Album That Does It All." In the meantime, Mirus is successfully establishing itself as a music company that "does it all."

## WHO'S WHO AT MIRUS MUSIC

### RON SCHAFER - President



Ron Schafer has been an important figure in the field of record distribution since 1969, when he helped establish the Piks Corporation, which went on to become one of the leading independent distributors in the country. In 1979, he co-founded Mirus Music and guided its growth and expansion into a highly competitive force within the record industry. His expertise and knowledge of the record industry, gained through years of experience, has resulted in Mirus Music going from nothing to a 4 million dollar company in three short years.

### RON IAFORNARO - Vice President/General Manager



Ron Iaforaro, co-founder of Mirus Music, is an eighteen-year veteran of the music business. Prior to joining Mirus, he was Midwest Sales and Marketing Manager for Arista Records. He majored in business at Miami University (Ohio). Ron is responsible for the management of Mirus' overall operation and activities, including supervision of the promotion, sales/merchandising, publicity and personnel departments. He engineered the marketing campaign that took Carol Hensel's exercise album to Gold and Platinum, setting off a wave of similar exercise product throughout the country.

### GARY DOBERSTYN - Director of Business and International Affairs

Gary earned the first Masters Degree in Music Merchandising offered in the country, at the University of Miami (Florida). He received his undergraduate degree from Bowling Green University, where he majored in Music Theory and Composition. Prior to joining Mirus, he was in charge of A&R Administration and Publishing for the Belkin-Maduri Organization in Cleveland. At Mirus, he handles international activities, legal affairs, A&R, publishing administration, and product acquisition.

### DOC REMER - National Promotion Director

Doc Remer has been called one of the "Top 12" promotion men in the country. He has worked in promotion and related fields for nearly 20 years. Before coming to Mirus, he was Midwest Regional Promotion Manager for Ariola America Records in Detroit. His skill and aggressiveness as Mirus' promotion director has resulted in eleven nationally charted records for the company.

### ART LIBERATORE - National Sales and Marketing Director

Art is responsible for sales and marketing of product throughout the country. He communicates regularly with Distributors, Racks and One Stops to ensure the maximum development of sales in all territories. Art is a graduate of Carnegie-Mellon University. He formerly was Regional Marketing Director for Ariola America Records and Vice President of Sales for MGM Records.

### PETER MILLITELLO - National Merchandising Director

Peter coordinates merchandising activities with Distributor, Retail, Rack and One Stop Accounts. He also implements promotional programs and solicits Retail Accounts for store reports. He attended Ohio State University. Prior to joining Mirus, he was a Sales/Merchandising Representative for Polygram Records in Cleveland.

### BEN RZEPKA - National Publicity Director

Ben is responsible for publicizing all company activities. He writes publicity releases, distributes press kits, and communicates with the appropriate people at magazines, newspapers, and other media to generate publicity. He is a Phi Beta Kappa graduate of the University of Cincinnati. He was formerly a Management Intern at NASA's Johnson Space Center in Houston, where he specialized in Public Affairs.

### KATHIE McCALLUM - Executive Assistant

Kathie assists Ron Iaforaro in carrying out his daily management functions. She also directly supervises the Advertising, Art, and Personnel Departments. She was formerly Regional Advertising Coordinator at Polygram Records, and Assistant Branch Manager at ABC Records in Cleveland.

### EVELYN SZABADOS - Administrative Assistant

Evelyn assists Gary Doberstyn in carrying out his administrative functions. She also serves as Executive Secretary to Ron Schafer and assists him in special projects. Evelyn previously was an Executive Secretary at Cleveland International Records.