

Welcome to Warcon! We are excited about working with you. We hope you see what we are trying to create here, and recognize that the old model of the traditional record labels does not breed partnerships, but too often opposition.

Labels need to sell records. That is what they do and should not be faulted for being focused on only that. They do not share in other revenue streams from the band, so they often focus on hit songs, throwing music out there and pulling back if they do not get encouraging feedback out of the box.

Below is the outline of the WARCON ENTERPRISES LLC artist deal.

Before you get into it, you need to forget most of what you have learned in the past about artist deals, and understand that we have created a truly new model, one which we are committed to make succeed.

We do not offer recording contracts. We offer partnerships.

We are not a record label. We are a Lifestyle Entertainment Company. That Lifestyle is post-hardcore.

We are not about finding bands with a "hit song." We want career artists that work as hard as we do.

Key points of this deal:

- We partner to build album sales; profits are split 50/50 after expenses
- We partner to build a tour base; we will actively develop, create and place our artists in tour opportunities, and take a small percentage after the band has hit a profit level
- We partner to build a merchandise base; we will underwrite, manage and obtain major retail placement for our artists' merchandise, and we take a small percentage after the band hits a profit level
- We offer options on publishing; we help grow income there
- We commit in writing to marketing, video, advertising and publicity spends
- We include artists in the profits of OUR company: WARCON
- We put in performance requirements for us and give artists options to leave down the line
- Artists get to reap the benefits of a relationship with Kevin Lyman and Bob Chiappardi

Our deal is our deal. It is the essence of what we are about. Long-term partnerships based on performance from BOTH parties. It is not a deal for an artist that does not believe in himself / herself. It is not a deal for an artist that does not like to tour and work hard.

I hope it works for you. We look forward to working with you!
Bob Chiappardi, Kevin Lyman & WarCon Ent