

MARKETING PLANTHE ALBUM

Title: "Achtung Baby"

Catalog Number: 314 510 347-1/2/4 (Available on all 3 formats)

| | | |
|-------------|--------|--|
| Selections: | Side A | Zoo Station Even Better Than The Real Thing One Until The End Of The World Who's Gonna Ride Your Wild Horses So Cruel |
| | Side B | The Fly Mysterious Ways Tryin' To Throw Your Arms Around The World Ultra Violet (Light My Way) Acrobat Love Is Blindness |

Produced By: Daniel Lanois and Brian Eno

| | |
|------------------|-------------------------------------|
| Suggested Price: | LP - 10.98 List - Wholesale - 6.30 |
| | CT - 10.98 List - Wholesale - 6.30 |
| | CD - 15.98 List - Wholesale - 10.30 |

Release Schedule:

| | |
|---------------|---|
| 10/9 | First track, "The Fly", serviced to all radio formats. |
| 10/14 & 15 | Radio reports on "The Fly" at A.O.R., Alternative and CHR formats. |
| 10/21 | Retail street date for "The Fly" cassette single and CD-5. The cassette single and CD-5 includes "The Fly", "The Fly - The Lounge Fly Mix" and a un-released non-LP track, "Alex Descends Into Hell For A Bottle Of Milk Korova". |
| 11/6 | Second track, "Mysterious Ways", serviced to all radio formats. |
| 11/11 & 12 | Radio reports on "Mysterious Ways" at CHR, A.O.R, Alternative and A/C. |
| 11/14 | Full length album serviced to all radio formats. |
| 11/18 | LP/CD/CT - arrive at retail. |
| 11/18 & 19 | A.O.R./Alternative report day for album. |
| 11/25 | Street date for "Mysterious Ways" cassette single and CD-5. |

Sticker Information:

U2 - "Achtung Baby" - Includes "The Fly", "Mysterious Ways"

Marketing Contact:

Jeff Jones (212) 603-3920

PACKAGING

The new album will be released in two separate compact disc packages giving the retailer and the consumer the format they want.

One CD package will be in a shrink-wrapped jewel box only, and the second will be in a digi-track configuration.

The artwork is made up of a multitude of Anton Corbijn photographs.

PRODUCT PROMOTION/SINGLE

First Release: "The Fly"

Second Release: "Mysterious Ways"

Sales Terms:

INITIAL ORDERS ONLY

7% Discount on CD Jewel Box

3% Discount on Cassette

3% Discount on CD Digi-Track

No Discount on LP

No dating is available

The CD jewel box will carry an ongoing 4% discount.

SOLICITATION KIT

A special U2 sale kit will be going out to each PLG promotion person, PLG regional staff and all PGD field representatives. Included are a 4-song sampler cassette, a video profile, a solicitation sheet and completed marketing plan. All staff will receive this prior to solicitation.

OVERVIEW

Presenting the new album from U2 - "Achtung Baby".

It was recorded in various European locations including Berlin and Dublin. The producers were Daniel Lanois and Brian Eno.

"Achtung Baby" is the first full studio release from U2 in over 4 years.

PRESS

The band will be on the cover of Rolling Stone on sale November 12 with a pictorial spread by photographer Anton Corbijn, and an editorial by Brian Eno.

VIDEO

A video of "The Fly" will be delivered to MTV simultaneously with track going to radio. Subsequently a video for "Mysterious Ways" will also be released to coincide with the radio air date of the track.

P.O.P. MATERIAL

- * A countertop bin that holds both CD jewel boxes/CD-5s and cassettes will be provided to accounts -- 5000 Qty.
- * Countertop Header Card - two cards will be available: one with single graphics, one with LP graphics -- 5000 of each.
- * Artist Poster - Qty. - 20,000
- * Cover Blow-up - Qty. - 15,000
- * A set of all 16 album cover flats will be available; logo on reverse side. Retail accounts will also be provided with a quantity of LP flats to be given to consumers -- Qty. - TBD.

ADVERTISING

Tips/Trade:

In support of "The Fly", the following ads will run:

| | | | | |
|------------------------|-------------|------------|------|-------|
| * <u>RN'R</u> | 2 Pg. | 4/C Spread | O/S: | 10/11 |
| * <u>Album Network</u> | Cover | | O/S: | 10/11 |
| * <u>FMOB</u> | Front Cover | | O/S: | 10/11 |
| * <u>CMJ</u> | Full Pg. | 4/C | O/S: | 10/11 |
| * <u>Hits Magazine</u> | Full Pg. | 4/C | O/S: | 10/11 |
| * <u>Hard Report</u> | Full Pg. | 4/C | O/S: | 10/11 |
| * <u>Gavin Report</u> | Full Pg. | 4/C | O/S: | 10/11 |
| * <u>Album Network</u> | Full Pg. | 4/C | O/S: | 10/18 |
| * <u>FMOB</u> | Full Pg. | 4/C | O/S: | 10/18 |

"Achtung Baby" album ads will run in:

| | | | | |
|-----------------------------|-------|------------|------|-------|
| * <u>RN'R</u> | 2 Pg. | 4/C Spread | O/S: | 11/15 |
| * <u>Billboard Magazine</u> | 2 Pg. | 4/C Spread | O/S: | 11/16 |

We will target "Mysterious Ways" tip sheet ads in CHR-oriented publications.

Consumer Publications:

| | | | | |
|------------------------|----------|-----|------|-------|
| * <u>Option</u> | Full Pg. | 4/C | O/S: | 10/25 |
| * <u>Details</u> | Full Pg. | 4/C | O/S: | 11/12 |
| * <u>Spin</u> | Full Pg. | 4/C | O/S: | 11/15 |
| * <u>Esquire</u> | 1/2 Pg. | 4/C | O/S: | 11/19 |
| * <u>Elle</u> | 1/2 Pg. | 4/C | O/S: | 11/19 |
| * <u>Sassy</u> | 1/2 Pg. | 4/C | O/S: | 11/19 |
| * <u>Rolling Stone</u> | Full Pg. | 4/C | O/S: | 11/26 |
| * <u>UTNE Reader</u> | Full Pg. | 4/C | O/S: | 12/12 |

ALTERNATIVE MAGAZINE POSTER GIVE-AWAY

A very special campaign will take place with the following Alternative magazines. Each magazine will include a free 4 color U2 poster. Each magazine will also include a full page ad.

These Alternative papers will all go on sale prior to the album arriving at retail.

Listed below is the magazine, the circulation/amount of posters to be given away and the on sale date:

| | | | |
|------------------------------|---------|------|-------|
| <u>The Rocket</u> | 75,000 | O/S: | 10/25 |
| <u>Option</u> | 20,000 | O/S: | 10/25 |
| <u>Maryland Musician</u> | 32,000 | O/S: | 11/1 |
| <u>Music Paper</u> | 75,000 | O/S: | 11/1 |
| <u>BAM</u> | 129,000 | O/S: | 11/1 |
| <u>Alternative Press</u> | 15,000 | O/S: | 11/4 |
| <u>Splatter Effect</u> | 20,000 | O/S: | 11/4 |
| <u>River City Music News</u> | 50,000 | O/S: | 11/6 |
| <u>N.Y. Press</u> | 50,000 | O/S: | 11/6 |
| <u>Thrust</u> | 80,000 | O/S: | 11/8 |
| <u>Boston Rock</u> | 25,000 | O/S: | 11/11 |
| <u>Island Ear</u> | 32,000 | O/S: | 11/12 |
| <u>The Bob</u> | 15,000 | O/S: | 11/14 |
| <u>B-Side</u> | 20,000 | O/S: | 11/19 |

Ad-Repro

A 300-line and 600-line ad mat are available. A 300-line ad mat including catalog is available.

Album Mini

Album minis are available.

Radio Spot

A 25 second and 50 second spot will be available.

TV Spot

A 25 second spot will be created and available a.s.a.p.

TOUR

U2 plans to tour extensively in the U.S. throughout 1992, beginning in the Spring.

All dates will be released as they become available.

CHECK STOCK ON:

| | |
|--------------------|------------------|
| <u>Album Title</u> | <u>Catalog #</u> |
| Boy | 842 296-1/4/2 |
| October | 842 297-1/4/2 |
| War | 811 148-1/4/2 |

| | |
|------------------------|---------------|
| Under A Blood Red Sky | 818 008-1/4/2 |
| The Unforgettable Fire | 822 898-1/4/2 |
| Wide Awake In America | 842 479-1/4/2 |
| The Joshua Tree | 842 298-1/4/2 |
| Rattle And Hum | 842 299-1/4/2 |

U2 Achtung Baby

(Āhk-tōng Bāy-bi)

MERCHANDISING/ADVERTISING AIDS:

Advertising: All Alternative Weeklies • *Details* • *Entertainment Weekly* • *Interview* • *Musician* • *Option* • *Rolling Stone* • *Spin*

Trade/Tip Sheet Campaign: Album Network • Gavin • *Billboard Magazine* • *Hard Report* • *CMJ* • *Hits* • *FMBQ* • *R 'N R*

Point Of Purchase: Display material includes:
• Counter bin to hold CD jewel boxes • 2 X 3 artist poster • Album cover blow-up • CD bin header card • Album cover flats

The new **U2** album, "**ACHTUNG BABY**," is their first full studio album in over 4 years.

•THE RELEASE SCHEDULE:

The first single, "*The Fly*," goes to radio on October 9th and the cassette single and CD-5 arrive at retail on October 21st. The single includes "*The Fly*," "*The Fly - The Lounge Fly Mix*" and an unreleased track, "*Alex Descends Into Hell For A Bottle Of Milk Korova*."

The video will be released simultaneously with the single.

A second single will be released on November 6th to radio and will ship to retail on November 25th. Again, a video will coincide with the release of the single.

"**ACHTUNG BABY**" - LP/Cassette/CD will be serviced to radio on November 14th and lands at retail on November 18th.

•THE PACKAGE:

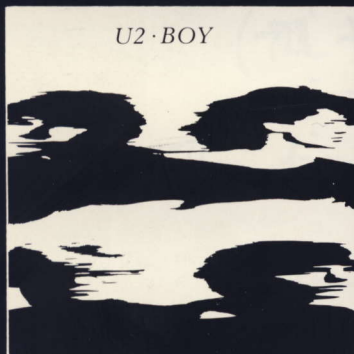
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•THE TOUR:

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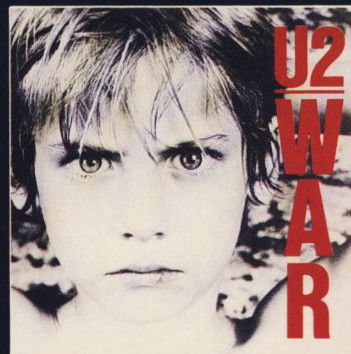
CHECK STOCK ON:



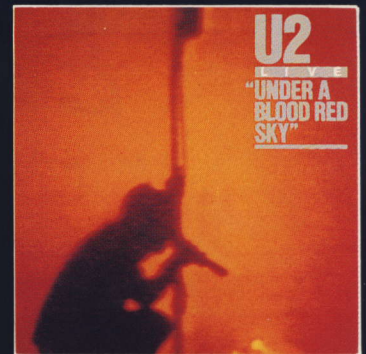
842 296-1/4/2



842 297-1/4/2



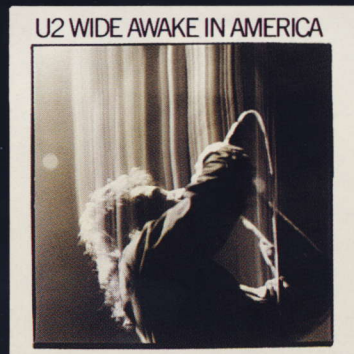
811 148-1/4/2



818 008-1/4/2



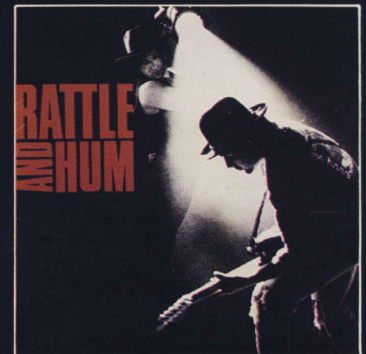
822 898-1/4/2



842 479-1/4/2



842 298-1/4/2



842 299-1/4/2