



For Immediate Release
April 8, 2008

**SINGER/SONGWRITER REBECCA LYNN HOWARD
HANDPICKED AS THE FIRST ARTIST ON
DIRECT HOLDINGS AMERICAS INC. NEW IMPRINT,
SAGUARO ROAD RECORDS**

No Rules
To Be Released June 17th

Fairfax, VA --- Singer/songwriter Rebecca Lynn Howard will be the first artist on Direct Holdings Americas Inc.'s newly launched record label, Saguaro Road Records. Direct Holdings also markets and sells audio and video entertainment products under the Time Life trademark, which it uses under license from Time Warner Inc. The Nashville-based Howard, who has written songs for Trisha Yearwood, Reba McEntire and Patty Loveless, will release *No Rules* on June 17th.

Already a successful songwriter at the young age of 28, Howard's new album reflects her dynamic creative growth that began with penning songs for some of country music's biggest artists while most of her peers were still in college. She then put her talents to use for herself and ended up with her own Top 5 album, *Forgive*, in 2002. Now, with *No Rules*, recorded in Muscle Shoals, Alabama, Howard seamlessly combines rhythm and blues, rock, country, Americana and a few other genres. "I've delighted in growing my songwriting over the past couple of years," explains Howard. "It's allowed me the opportunity to take my experiences in country music to branch out into other genres. I've learned that in the world of great music there are no rules."

"Rebecca Lynn has the unique ability to be completely at home in any number of genres," says Direct Holdings executive Mike Jason, "and probably the only constant from song to song is her unbelievable voice."

Howard's compositions are marked by timeless lyrical themes layered with important social statements. Her songwriting makes the perfect partner to her impassioned vocals, which found new depth and range on *No Rules*, produced by Mike Curtis. She even recorded three songs that she didn't write, including "Shakey Ground," made famous by

The Temptations and Delbert McClinton and a cover of Aretha Franklin's "Do Right Woman- Do Right Man" with a special guest appearance by the song's original guitarist, Jimmy Johnson. Rebecca also invited her keyboard player, Gordon Mote, to join her on Al Jarreau's "We're In This Love Together."

With the release of Howard's *No Rules*, Saguaro Road Records asserts its commitment to presenting highly talented artists that capture uniquely American roots music. The marketing effort will combine Direct Holdings' unparalleled direct response expertise with all the traditional sales and marketing techniques.

About Direct Holdings:

Time Life and the Time Life logo are registered trademarks of Time Warner Inc. and affiliated companies, used under license by Direct Holdings Americas Inc., which is not affiliated with Time Warner Inc. or Time Inc. Headquartered in Fairfax VA, Direct Holdings Americas Inc.'s history began in 1961 as a direct marketing division of Time Incorporated specializing in music and books. The business has been operated as a separate company since the mid-1970s when it relocated to Virginia, and has since grown to become one of the world's largest direct marketers of audio and video products throughout North America, Europe and Australia. The Company has set the standard in the direct response industry by pioneering direct marketing techniques and building one of the most trusted and recognized brands in commerce. The Company now also sells its products through major traditional and non-traditional retailers around the world as well as via the Internet. The Company was sold in 2003 to private investors. Saguaro Road Records is a trademark of Direct Holdings Americas Inc.

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