

Universal Records  
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Today, Universal Records announces the release of the album by Aaliyah. The artist's debut album, *One in a Million*, will be released by Universal Motown Records on Feb. 23.

"Aaliyah's anticipated album and unique sound promises to resonate with many young women everywhere," said Barry Weiss the CEO of Universal Motown Records.

#### Promotional advertisements:

Various video ads will be produced and released to promote the album. The short teaser videos, at 30 seconds, will be composed of short clippings of the album's artwork accompanied by Aaliyah's currently released single. These video advertisements will be released on the the internet and as television commercials.

#### Social Media:

These video ads will also be posted on Aaliyah and Universal Motown Records' social media sites, Twitter and Facebook. These social media sites will make promotional status updates and tweets, creating a trend with the use of the hashtags #Feb23 and #OneInAMillion. These posts will be posted during the after hours of the school day, to correlate when most young women (age 13-18) are on Twitter and Facebook. The television ads will be scheduled to air on popular television stations in the evening, the peak of television viewing.

#### Sample posts:

The wait is over... #OneInAMillion (video compilation attached);

Aaliyah is on the scene with a one of a kind album. #Feb23 save the date. (video attached);

#OneInAMillion is truly a one of a kind. Aaliyah has done it again. #Feb23