



THE RCA RECORDS LABEL

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NEWS FLASH!**

**SEPTEMBER 6, 2002**

**RCA RECORDS RUSHES DEBUT 'AMERICAN IDOL' DOUBLE A-SIDE  
SINGLE INTO STORES ON SEPTEMBER 17**

America has spoken and her message is clear: Kelly Clarkson is the country's inaugural "American Idol!" Not one to disappoint overwhelming public demand, RCA Records immediately offered Clarkson's double A-side single, "Before Your Love"/ "A Moment Like This," for radio download following her Sept. 4 "American Idol" triumph and will rush the single into stores on Sept. 17, a week earlier than anticipated.

In an unprecedented move, radio stations nationwide have a unique choice of two simultaneous radio singles. "Before Your Love," penned by Desmond Child/Cathy Dennis/Gary Burr, and "A Moment Like This," written by Jörgen Elofsson/John Reid, are the fruits of songwriters responsible for a wealth of hits from artists ranging from Britney Spears to Ricky Martin to Bon Jovi, respectively.

Songwriter Desmond Child, who co-authored "Before Your Love," sees something undeniably special in the 20-year-old Burlison, Texas, native. "From the moment that Kelly sings the first line of 'Before Your Love,' you are completely captivated," he says. "She has a triumphant grandeur in her voice that establishes her firmly as the new Queen of Soul."

Created by Simon Fuller of 19 Entertainment, and co-produced by 19 and FremantleMedia, "American Idol" is modeled after the U.K's "Pop Idol," the biggest phenomenon to hit Britain since the Beatles. U.S. audiences quickly followed suit, jumping at the chance to choose the country's next pop star when "American Idol" debuted in June. America's addiction with pop star destiny culminated Sept. 4, when the FOX hit crowned Clarkson champion before an estimated television audience of 40 million, aiding the "American Idol" finale to become FOX's highest rated night ever among Adults 18-49 share.

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BMG Entertainment is the \$4.7 billion worldwide music and entertainment division of Bertelsmann AG, one of the world's leading media companies, with annual revenues of \$16.4 billion. BMG owns more than 200 record labels in 53 countries, including Arista Records, RCA Records, Ariola and Windham Hill.

BMG has been a leader in using the Internet to bring fans closer to their favorite artists. In addition to establishing GetMusic, an online content and commerce joint venture, BMG's online presence includes more than 30 wholly owned music & lifestyle Web sites around the world, and strategic marketing agreements with and key investments in leading online companies ARTISTdirect, Riffage.com, Ereetings Network, Listen.com and Eritmo.com, among others. BMG also owns the world's largest music club, one of the world's largest music publishing companies, and one of the world's leading compact disc and cassette manufacturing companies. Bertelsmann's North America interests also include the Random House Inc. book publishing group; and the Gruner + Jahr magazine publishing group, which includes McCall's, Parents, Family Circle and YM magazines, among others.