



BIOGRAPHY



Larry Rosen, entrepreneur, visionary, musician is Chairman of Larry Rosen Productions, Inc; Co-Founder, past Chairman and CEO of N2K, Inc., Co-Founder, past President and CEO of GRP Records, and Co-Founder of LRSmedia, Inc.

LRSmedia, Inc. founded by Mr. Rosen, jazz legend and media personality Ramsey Lewis, and businessman Lee Rosenberg in 2002 creates adult-oriented music brands and products which it markets through company produced HDTV, radio, Internet, and live performance tours. LRSmedia produces content in the form of CDs, DVDs, and new entertainment products such as hybrid DVDs. By creating music brands and leveraging interrelated programming to market artists and music under the brand umbrellas, LRSmedia reaches more consumers in a more compelling manner than traditional music companies

N2K, Inc., one of the Internet's premier e-commerce and content companies, was co-founded by Mr. Rosen in 1996. Mr. Rosen served as Chairman and CEO leading the company to its initial public offering in the fall of 1997. N2K, Inc. brands included music superstore Music Boulevard and its genre-based community sites Rocktropolis, Jazz Central Station, Classical Insites, and artist's sites for Leonard Bernstein, Miles Davis, David Bowie, The Rolling Stones, and many more as part of the Music Boulevard Network. Mr. Rosen architected the plan to merge N2K Inc. and CDNow Inc., the two top Internet music e-commerce companies, completing the merger in March 1999 valuing the combined entity at over \$500 million.

GRP Records, Inc. was founded by Mr. Rosen and multi-Grammy Award winning pianist/composer Dave Grusin in 1982. The Grusin/Rosen team recognized the inherent opportunities of digital technology early on at GRP, which became the first label to adopt an "all digital" recording philosophy and release all titles on compact disc. Under Rosen's leadership, GRP went on to become Billboard magazine's #1 contemporary jazz label worldwide for five consecutive years and its artists were nominated for over 80

Grammy Awards. GRP's artist roster included Chick Corea, Lee Ritenour, Diane Shuur, Patti Austin, Dr. John, Dave Grusin, Spyro Gyra, The Rippingtons, David Benoit, Tom Scott, Gary Burton, B.B. King, Ramsey Lewis, Sergio Salvatore, Dave Valentin, Arturo Sandoval, Diana Krall, Michael Brecker, Randy Brecker, Yellowjackets, Don Grusin, Kevin Eubanks, GRP All-Star Big Band, and many more. In 1990, Rosen and Grusin sold GRP Records to Universal Music Group. From 1990 until 1995, Rosen continued as president and CEO of GRP Records. Along with the presidents of Geffen Records and MCA Records, Rosen helped forge Universal's international business strategies.

Rosen began his musical career as a drummer with the Newport Youth Band and met future partner Dave Grusin while working with singer Andy Williams and attending the Manhattan School of Music. In 1972, the duo produced vocalist Jon Lucien for RCA Records and went on to form Grusin/Rosen productions, which discovered and produced new recording artists including Earl Klugh, Noel Pointer, Patti Austin, Lee Ritenour, and others.

In 1978, Grusin/Rosen Productions signed a long-term contract with Arista Records president Clive Davis to develop new talent for the Arista/GRP label, including Dave Valentin, Angela Bofill, Bernard Wright, and Tom Browne. In 1979, Rosen engineered and co-produced the Dave Grusin album "Mountain Dance," the first digitally recorded non-classical album.

Mr. Rosen received Ernst & Young's prestigious "Entrepreneur of the Year" award in 1997; Forbes magazine named Rosen an "Internet Icon" in the July 1998 cover story entitled "Masters of the New Universe." Mr. Rosen served as a member of The Board of Governors of the New York Chapter of the National Association of Recording Arts and Sciences (NARAS) and served on The Grammy Screening Committee. He received the NARAS Governor's Award and was inducted into the A&R/Producers Honor Roll. Mr. Rosen serves on the boards of the National Foundation for Advancement in the Arts (NFAA), the Music for Youth Foundation (MYF), the Music Educators National Council (MENC) and along with Mr. Grusin, Mr. Rosen co-founded the National Foundation for Jazz Education (NFJE), a philanthropic group which helps young jazz musicians.