

>>> DON'T 'HATE'

Former Capitol rapper Chingy returns to the Disturbing Tha Peace fold this winter with "Hate It or Love It." Due Dec. 11, the set features guest appearances from Amerie, Ludacris, Bobby Valentino, Anthony Hamilton, Rick Ross and Huey, among others. Amerie appears on first single "Fly Like Me," which will hit radio early this month in tandem with a music video. Ludacris and Valentino team up on "Gimme Dat," while Hamilton guests on "They Don't Know."

>>> DOUBLE DUTY

Bow Wow and Omarion's collaborative album will be out before the end of the year. "Face Off" will arrive Dec. 11 via Columbia as a standard 12-track CD or as a CD/DVD combo featuring behind-the-scenes footage and videos from the artists' prior albums. Album track "Hood Star" has been making the rounds online since last month, and another song, "Girlfriend," is at radio now.

>>> A 'TREE' GROWS

Goldfrapp will release its next effort, "Seventh Tree," Feb. 26 via Mute, but warns that it may surprise fans of the group's previous studio set. "It's very different to [2005's] 'Supernature,' so it might come as a bit of a shock to some of you," group members Alison Goldfrapp and Will Gregory say, declining to reveal further details.

>>> HOT CUP OF JOE

Joe Jackson's first album in five years, "Rain," will arrive Jan. 29 via Rykodisc. The project features two of the three other original members of Jackson's longtime band, bassist Graham Maby and drummer Dave Houghton. Jackson produced "Rain" at Planet Roc Studios in Berlin, with mixing assistance from Sean Slade and Paul Kolderie. A tour will follow next spring.

Reporting by Jonathan Cohen and Katie Hasty.

ROCK BY ED CHRISTMAN

No Waiting Necessary

Simultaneous DVD, Theatrical Release
Power Petty Film

With the American music marketplace in its current depressed state, East End Management principal Tony Dimitriadis knew a different kind of marketing plan was in order for Tom Petty & the Heartbreakers' four-disc CD/DVD boxed set, "Runnin' Down a Dream."

So he went to Warner Bros. with a triple-pronged plan to boost sales of the project, which encompasses Peter Bogdanovich's band documentary; a 30th-anniversary show in Gainesville, Fla.; and a disc of rare and unreleased tracks.

First, he harnessed the marketing might of Best Buy by giving the merchant an exclusive period that began Oct. 16 and runs into 2008.

Then, he set up one-off theatrical screenings in 27 North American markets the night prior to street date. The final element was a four-hour, commercial-free airing Oct. 29 on the Sundance Channel.

"Dream" has sold 29,000 units, according to Nielsen SoundScan.

"Five years ago, I wouldn't have done it this way," Dimitriadis says. "But the fact that Warner Bros. was prepared to work with artists that are important to them shows that they are trying to step up and find different ways to put out music."

Best Buy also has the boxed set exclusively for Canada, where it is carrying it in its FutureShops chain. Outside the United States, where "Dream" will be sold on a nonexclusive basis, Dimitriadis is licensing the boxed set from Warner Bros. to third parties. The package will be available in Europe in late November via SPV and in Japan next year.

Putting out records as an exclusive with one retailer often alienates other merchants. "It's very hard to wholeheartedly support those acts who halfheartedly support Trans World," Trans World Entertainment divisional merchandise manager Jerry Kamiler says.

But Dimitriadis says the state of the industry warranted this step. "Best Buy

is providing a substantial part of the marketing budget and they agreed to the nuances and other things important to Tom," he says, adding that the partnership came together after he met Best Buy senior entertainment officer Gary Arnold at a party.

Arnold, who pioneered retail exclusives a decade ago, says the Petty project works well for the store's customers. What's more, he says, "It's a great story of guys who found one another early on and remained together through the challenges that a music career can bring, and it gives an understanding of why they are in the Rock and Roll Hall of Fame."

This marks the fourth year out of the last five holiday selling seasons where Best Buy had a music DVD exclusive.

When it was time to organize the screenings, East End capitalized on D&E Entertainment's expertise in theatrical marketing to book the theaters, run trailers and hang posters in lobbies.

Dimitriadis also ran a pre-order cam-

aign, offering free shipping and a two-month trial subscription to the Best Buy Digital Music Store, with members of Petty's Highway Companion club. He says that promotion has generated 20% of sales.

In addition to what Dimitriadis says was "a limited amount of television advertising," radio contests were set up to award tickets to the screenings and copies of the boxed set and coffee-table book of the same name.

For the latter, which features hundreds of photos of Petty and the band, writer Warren Zanes worked from the documentary interview transcripts to create his own version of the Heartbreakers' story. "It's the same story, from a different perspective," Dimitriadis says.

"Sometimes, giving up your privacy is a little like going to the dentist, and we have let [Bogdanovich] have access that no one's ever had," Petty told Billboard in March 2006. "[But] I think it's a worthwhile project." ■■■



TOM PETTY & THE HEARTBREAKERS



MINT CHICKS

Chicks In Mint Condition

New Zealand Band Heading Stateside After Award Wins

Picking up three major trophies at the New Zealand Music Awards Oct. 18 in Auckland was "surreal," Christchurch-based garage punk act **Mint Chicks** guitarist **Ruban Niel-**

son says. "We had no idea we'd win over acts who sold a lot more records than us."

The act was named best group, while its Flying Nun record, "Crazy Yes, Dumb No,"

topped the best album and rock album categories. "Not bad for an album that hasn't even reached gold [7,500 units] at home," Nielson quips.

Nielson reckons the awards

confirmed Mint Chicks had achieved all they could in New Zealand, and in January they will relocate to Portland, Ore. "It's got a similarly slow pace of life to NZ," he says. "We don't want to hit the ground running."

Formed in 2002, the self-managed act's 2003 debut album on Flying Nun, "Fuck the Golden Youth," was a mesh of its cited inspirations, from **Motörhead** to **At the Drive-In** and **Ornette Coleman**.

Currently unsigned in the United States, the Mint Chicks paid their third visit stateside in March, playing 32 dates booked through Panache Booking. Publishing worldwide is handled by Mushroom Music.

—Christie Eliezer

OJOS ALIGHT: Gaining a Latin Grammy Award nomination for its 2006 album "Techari" is "a blessing and a recognition of our work," Barcelona-based **Ojos de Brujo** percussionist **Max Wright** says. "It is one more unforget-

table experience in our lives."

The band's nomination in the best flamenco album category ahead of the Nov. 8 Las Vegas event is the latest milestone on the unconventional act's 10-year career. "Techari" and its 2004 predecessor "Bari" have each shipped more than 100,000 units worldwide on the band's own Diquela Records label.

The group is renowned for its live shows, which display its unique gypsy fusion, taking in Catalan rumba, Cuban percussion and dhol drums—as captured on in-concert album "Techari Live" (Diquela Records), which arrived internationally Oct. 8. The band is currently on tour, taking in the United Kingdom, the Netherlands, Belgium, Germany and Mexico before year's end.

The independently minded Ojos handles its own publishing through its Ediciones Tahita company and its own booking via Diquela Concerts.

—Howell Llewellyn

Global Pulse

TOM FERGUSON tferguson@eu.billboard.com

