



Dear Retailer,

Capitol Christian Music Group (CCMG) is pleased to announce an expanded distribution relationship with both Anchor Distributors and New Day Distributors beginning January 4, 2021. All physical titles from Capitol Christian Music Group will be distributed through New Day and Anchor Distributors to Independent Christian Retail. The partnership encompasses CCMG recorded music and home entertainment products.

On Monday, January 4th, 2021 CCMG's titles will be serviced directly through the distribution company of *your choice*. CCMG shares an incredible partnership that has lasted for many years with both Anchor and New Day. Both companies offer a full-service model and we are excited to work more closely with them for a more streamlined approach to better serve you.

CCMG remains committed to represent and provide key titles in catalog promotions through ongoing relationships with both the Munce Marketing Group and Parable Marketing Group. These titles will be fulfilled through the distributor of *your choice*.

Anchor and New Day, who offer a best in class team of experts that understand the Christian Music and Movie industry, will be able to maximize and provide excellent service for the recorded music and video business CCMG is honored to represent. Commenting on this expanded partnership,

Ed Leonard from New Day Distribution stated, "New Day is thrilled to work more closely with CCMG to serve Christian retail with great audio and video products. Music and video products are New Day's core specialties, and New Day has represented CCMG products to Christian retail since the early days of Sparrow Records. Our sales representatives are eager to provide stores with their significant CCMG product knowledge in this new relationship."

Karen Fulton, Director of Operations for Anchor Distribution, commented that "Anchor Distributors is pleased and excited to partner more closely with CCMG in order to provide the independent Christian retailers with high quality music and movie titles that inspire and uplift. We are grateful to CCMG for this opportunity to serve the Christian music and film industry and look forward to meeting the needs of the retailers with more stock at better prices than we were able to offer previously."

Please take notice that we will need to receive your last order by close of business on **Thursday, December 17, 2020**. New Day and Anchor will be open during the weeks leading up to the Christmas holiday and thus will be able to provide and ship product to your store as well during December. Upon entering 2021, both new release and catalog titles will be available to be ordered through these partners.

For any open return authorizations, the product will need to be received in our Jacksonville, IL distribution center by no later than **Tuesday, December 15, 2020**, after that you will need to coordinate with your distributor where they can assist you with your return needs.