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THE PLATTERS

Buck Ram (whose name has been synonymous with the Platters since their "birth" in Los Angeles in 1955) has produced a powerful new album called THE PLATTER/REBORN, which will be the first contemporary album released in the USA since the group left Musicor Records in 1969.

THE PLATTERS/REBORN marks the "beginning or rebirth" of a whole new era for The Platters, who have been thrilling night club audiences nightly all over the world. Monroe Powell, whose remarkable voice has become strongly identified with the Platters since he joined the group in early 1970, has just signed a new, 5-year contract with the Five Platters, Inc., and has just been elected Executive Vice President of the Corporation. Monroe has acted as leader of the singing group since 1970 when the last of the original Platters, Herb Reed, resigned to build his own singing group and relinquished his rights to the Platters' tradename.

Members of the Platters, in order of seniority, are Gene Williams -- Bass, from Fresno, California, who joined the group late in 1970; Geri Holiday, from Cincinnati, Ohio is the beautiful "Dish" of the Platters; Terry Smith, Second Tenor from Phoenix, Arizona; and Charles Brinkley, Baritone from Los Angeles, California.

The Platters travel with an outstanding trio of musicians conducted by Henry Lee Parrilla (San Antonio, Texas), a talented organist/arranger, who has been with the Platters for 5 years; Tony Pena, also from San Antonio, is the Fender Bass player, and Bob Kahr of Las Vegas is on Percussion. All of the relatively newcomers within the group are exceptional performers whose multiple talents blend to perfection.

The business management group behind the Platters are equally important to the longevity and high quality performance set by Mus-

ical Director and Chairman of the Board of the Corporation, Buck Ram. Jean Bennett (whose firm of Personality Productions, Inc. manages the business affairs and public relations of the Five Platters, Inc. and The Platters,) has worked to build and maintain the Platters since their inception in 1954. She has established headquarters and main offices of the Platters at her home in Las Vegas. Although a special building was erected on her property, the office quarters have been "outgrown" and have spread throughout her large, ranch house. "Only my bedroom and the bedroom of my 15 year old daughter, Alicia, give us privacy from the business," Jean states, "but we are one big family, so my home is the Platters' home as well!"

Les Myers, road manager for the Platters (also an excellent sound and lighting expert) acts as liaison with Monroe Powell between the road and the main office. Les is also assisting Buck Ram in setting up a new recording studio in Las Vegas. His duties and responsibilities are many, including maintenance of the Platters' converted Greyhound bus, upon which practically every contracted engagement depends.

A new man has just been added to the force who will be in charge of commercial radio and TV productions and sales on the "Reborn" LP, and new creative projects, as well as his assisting with promotion and publicity and booking. He is ex-Staff Sergeant Gary Campbell, recently discharged from Nellis Air Force Base to further his career with Personality Productions and the Five Platters, Inc. Even as a youngster prior to his 10 years in the service with the Armed Forces Radio and Television Services, Campbell was a deejay on Radio WCLT AM and FM in his home town of Corning, NY. He has an outstanding voice and talent for creating exciting commercials for radio, as well as his being a production expert in television.

Michael Ram, attorney, acts as General Legal Counsel for the two firms, with Jean Bennett. Together they handle all of the infringement cases on the Five Platters, Inc. tradename, The Platters.

Buck Ram's firm, B.R.S., is strictly production and publishing, while Personality Productions is public relations, publicity, promotion and business management for The Five Platters, Inc.. In spite of the extensive time involved in negotiating licensing contracts with overseas record and publishing companies, and the overseeing of the entire operation of the three firms, Ram still manages to find time to write new songs and to supervise the Platters musically.

"The future has never looked brighter, now that we have new product coming on the market for the Platters," Ram states emphatically. "The Platters/Reborn" LP demonstrates clearly that we no longer have to rely on the original Platter masters or the nostalgia era. Our audiences love the Platters today, just as they did the old Platters, and are proving it by buying the new album. "As long as our fans show such loyalty, our whole crew will continue to work hard to have the best possible group and records to entertain them royally!"

This is THE YEAR for the Platters.

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