



ANTI-DOTO

dia de independencia

Greek Theatre
Sept. 16, 2006

WARNING

SIDE EFFECTS MAY INCLUDE OVERSTIMULATION OF THE AUDITORY SENSES, RELIEF FROM THE NORM, OVERCONSUMPTION OF FREEDOM, FRIENDS AND FESTIVITIES.



ANTIDOTO



ANTIDOTO

MALDITA VECINDAD | PHOTO BY JOSE ZAKANY

FESTIVAL

This past September 16, 2006 at the legendary Greek Theatre, Antidoto was born. A party from the time the doors opened, the crowd growing with enthusiasm every hour. The formula used by Corona Jones Entertainment and Nederlander Concerts was the exact one that gave life to an event that is already considered as a classic. Antidoto may well be one of the most successful Latino events the Greek Theatre, and Los Angeles, has seen.

“Our vision was to create an annual festival filled with the best of Rock en Espanol, where people of all ages could come to party, dance, sing and rock the day and night away,” say Ayelet Corona and Kimberly Jones, owners of Corona Jones Entertainment. “Mexican Independence Day in Los Angeles will never be the same, as planning for Antidoto 2007 is already in the works!”

“We are delighted with the success of the first Antidoto, our annual Latin rock festival,” says Adam Friedman, Chief Executive Officer of Nederlander Concerts. “This event provides a unique platform for developing bands to accelerate their penetration into, and for established bands to expand their fan base throughout, the United States. Fans now can celebrate Mexican Independence Day by seeing the best new and legendary artists of rock en español all at the same time at a truly iconic venue.”

“Our vision was to create an annual festival [...] and rock the night away”

- Ayelet Corona & Kimberly Jones

The festival was split in two stages; On the concourse, the Sprint Second Stage where the three finalist bands of the Sprint Battle of the Bands performed: Upground from East Los Angeles with their lit up, snappy, rhythmic music. Alfonso Mar, from San Diego, who delivers a sophisticated pop/rock; and Koñorteño, band that injects the northern Mexican sounds to the modern music. Fronteras, winners of last years competition made an appearance, their performance had people dancing to the tune of Nacho’s voice and to the spellbinding melodies of Bella’s Violin; and to close out the menu of the Sprint Stage, a serving of Mezklah that popped out with a show that agitated the masses, based on their powerful style and thanks to the squad of exotic tribal dancers that were painted from head to toe and had some wicked metallic nails that resembled knives coming out of their fingers; it was a carnival of masks, multicolored outfits, pendants and necklaces, adding up to that the singer and guitar player of the band had their bodies painted with a prehistoric like bone structure.

On the Main Stage Cage 9 fired up the day, stirring up the public with their melodies from their new album “El Motivo” which is being released in both Spanish and English. Next came Moderatto and they did as they pleased with their hilarious spectacle of a parody of the 80’s; a mix of powerful metal rock and pop. To the surprise of all they played a set of songs from Caifanes, Soda Stereo, Maldita



ANTIDOTO

Vecindad and others. Xavi Amadeus Moderatto made his way off the stage and into the audience where he sang and danced with the crowd.

Then came the performance of the 8 piece band straight from Monterrey Mexico, Inspector. They performed as it was the last time they would play, their ska/pop that sound and resounds with metals, strings, percussions, and the unique voice of Big Javi.

Soon after that a standing ovation came with the presence of one of the most beloved Mexican rock bands, Fobia. Leonardo, Cha, Paco, Iñaki & Jay produced the sounds of the songs that made the audience sing in unison. "El Diablo", "El Microbito", "La Iguana", "El Cerebro", "Dios Bendiga a los Gusanos", "Revolucion Sin Manos" and many others that made us remember a past that has an impeccable musical presence and that places them on the sacred list of the most successful Latin rock bands.

To finish the night on the Main Stage, what more could we ask for but the titanessa and barrio bravo presence of Maldita Vecindad, that shook the public with their

always classic songs that do not lose vitality nor actuality. Roco, Pato, Aldo, Julio & the rest of the clan torched up the night with jams like "Morenaza", "Kumbala", "Pachuco", "Solín", "Mojado" and a handful of new songs that will be coming to us soon in their long awaited new album. The Greek exploded with cheers when the band brought several members of the audience up on stage to dance, sing and share in the excitement of a truly magical night.

At the after show party celebrating Antidoto as well as sponsor La Opinion's 80th anniversary, everything was joy and happiness thanks to the public's response to the festival; known public figures were celebrating plus all of the artists that had played throughout the day and night. The fiesta went on until the early hours of the morning.

Antidoto brought to The Greek Theatre a little piece of Mexico during the very days of Mexican Independence, thus demonstrating that Mexican Rock is alive and well! §



Corona Jones Principals have each spent over ten years working within the Latin Music Industry, building powerful and lasting relationships with the most successful Latin artists, promoters and executives. They have also worked directly with several major corporations and advertisers, facilitating many high level successful tour sponsorships, advertising campaigns and endorsements.

The overwhelming success of several endorsements, sponsorships and events has led to a reputation for being able to secure top talent for corporate sponsors as well as excellence in all aspects as Producers:

- **SPRINT** National Endorsement/Sponsorship campaign of **MANA – 2006/2007**
- **SPRINT Battle of the Bands 2006** – PRODUCER (5 year-old program)
- **ANTIDOTO FESTIVAL 2006** –PRODUCER
- **COORS LIGHT** national endorsement campaign of **MANA - 2004**
- Primary sponsorship for the national **WATCHA TOUR**
- **PEPSI MONTHLY CONCERT SERIES** in Southern California
- **COORS LIGHT** national sponsorship of **LA LEY**
- **NESTLE** national sponsorship of **ALEKS SYNTEK**
- **HEINEKEN** tour sponsorship of **EL TRI**
- **BUDWEISER BATTLE OF THE BANDS** (2002-2005) PRODUCER

In addition, **Corona Jones** has worked with companies such as **Tecate, QWest, Nike, Continental Airlines, Mercedes-Benz, Terra.com, Burger King, Crown Royal, Don Julio Tequila, Dos XX, Coca-Cola, Aeromexico** and **El Jimador Tequila**.

The Corona Jones client list includes **Siemens, Budweiser, AG Interactive/Univision Mobil, Vans, BMI, Heineken, Verizon, Gibson Guitars, Bandmerch, Sprint** and **Aeromexico**.



THE GREEK THEATRE

The Greek Theatre, Los Angeles' premiere outdoor theatre, is nestled in the picturesque tree-enclosed setting of Griffith Park. This award-winning theatre is one of Los Angeles' most historic entertainment venues and has played host to some of the biggest names in entertainment, from pop to classical, reggae to rock. The 75-year-old Greek Theatre offers entertainment to every segment of the population. Recent seasons have featured performances by a wide variety of artists such as Sting, Alicia Keys, Pearl Jam, Jose Carreras, Marc Anthony, Tina Turner, Elton John, Santana, Alabina, The Gipsy Kings, the Russian National Ballet, Paul Simon with a special guest appearance by Sir Paul McCartney, just to name a few.



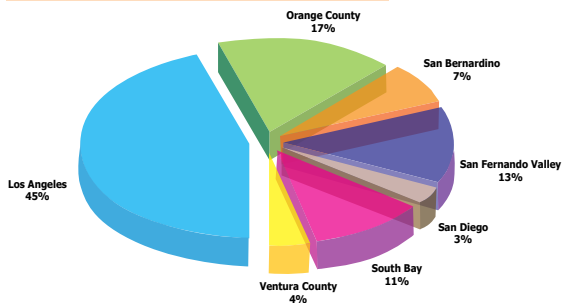
The Nederlander family is an American entertainment dynasty. Every day, shows of all varieties are being planned, booked and produced by Nederlander's experienced staff across the United States. Nederlander is one of the few organizations that truly has the capacity to deliver the full package of premium entertainment, from building the venue to ensuring effective promotion and seamless production. Nederlander Concerts is headquartered in Los Angeles and books, promotes and produces premium live entertainment for many of Southern California's most important venues, including the Arrowhead Pond of Anaheim, The Grove of Anaheim, STAPLES Center, the Bakersfield Centennial Garden, the Santa Barbara Bowl, and the San Diego Civic Theatre. For the past 26 years, Nederlander has leased, managed, operated and promoted the world renowned Greek Theatre in Griffith Park, Los Angeles.



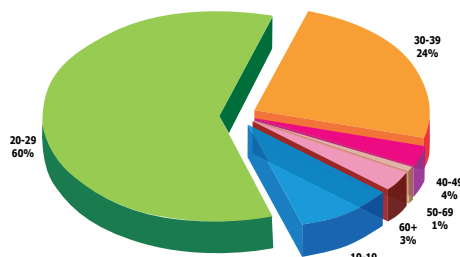
ANTIDOTO

FESTIVAL DEMOGRAPHICS

Demographics: Area



Age Dynamics



Radio Station of Choice

SuperEstrella
1st Choice
Indie103.1
2nd Choice
KROQ 106.7
3rd Choice

Media Type

Print

- | | |
|---------------|-----|
| a) La Opinion | 21% |
| b) LA Weekly | 7% |

Radio

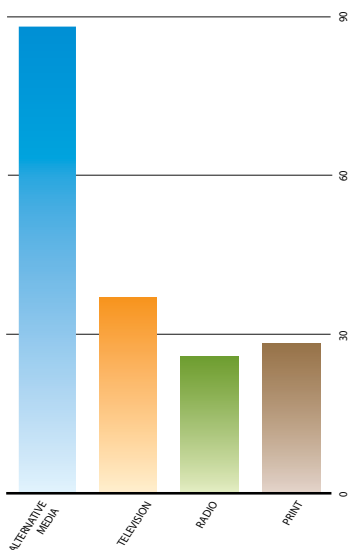
- | | |
|------------------------|-----|
| a) SuperEstrella 107.1 | 16% |
| b) Indie 103 | 10% |

Television

- | | |
|--------------|-----|
| a) LATV | 15% |
| b) Telemundo | 13% |
| c) Univision | 9% |

Alternative Media

- | | |
|--------------------------|-----|
| a) Friends/Relatives | 57% |
| b) Nederlander Website | 15% |
| c) Myspace.com/antidoto | 7% |
| d) Greek Theatre Website | 6% |
| e) Artist(s) Website | 3% |



MALE
48%
FEMALE
52%

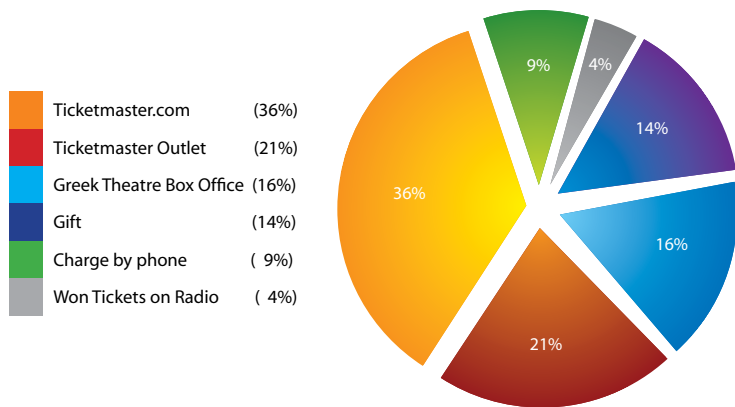
Use of Internet to find information about upcoming events

YES 85%
NO 15%

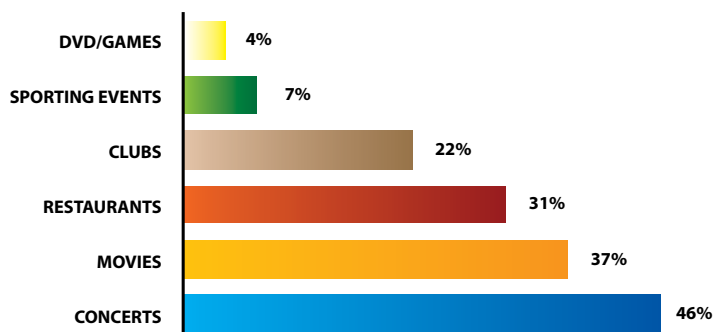
Most Popular Websites:

hotmail.com
myspace.com
ticketmaster.com
yahoo.com
nederlander.com
bored.com
aol.com
mtv.com
mrpmosh.com
ozomatli.com
kroq.com
google.com
lbe.com
upcoming.org
msn.com
antidoto.com
ritmolatino.com
cnn.com
hob.com
latv.com
latimes.com
wamu.com
ebay.com
disney.com
esmas.com

Ticket Purchase



Means of Entertainment





ANTIDOTO

SPONSORS



Junto con NEXTEL



The Product Placement Company



ANTIDOTO

MEDIA EFFORTS

RADIO

RADIO STATION	PROMOTION	RATING/IMPRESSIONS	RETAIL VALUE
Superestrella KSSE 107.1	250 Sixty (60) second spots 100 Live mentions / 200 ticket giveaways	1,500,000	\$ 100,000
Superestrella KLOB 94.7 (Palm Springs)	120 Live remotes 4 Live Call-ins		

TELEVISION

TV STATION	PROMOTION	RATING/IMPRESSION	RETAIL VALUE
LATV	Live mentions (5) On-air calendar (40) 60 second spots (10) Web inclusion (200,000 views per month) Newsletter (100,000 circulation) Street promotion	200,000	\$ 50,000
KVER - TV (Palm Spring Univision)	Shared promos on Univision (50)		

NEWSPAPER & WEB

MEDIA	PROMOTION	RATING / IMPRESSION	RETAIL VALUE
LA OPINION / LA VIBRA	8 Full page, full color ads in La Vibra 50,000 Leader Board ROS impressions Four 1/4 page in La Opinion Two 1/2 page in La Vibra	250,000	\$51,598
LA WEEKLY	One 1/4 full color	215,000	\$ 5,000
AL BORDE	4 Full color back pages Web banner and links	35,000	\$ 7,500
BAZUCA	Full color back cover	7,500	\$ 1,000

E-NEWSLETTERS

COMPANY	PROMOTION	DATABASE	RETAIL VALUE
LA BANDA ELASTICA	4 e-newsletter blast	100,000 - 400,000 total	\$ 2,000
EMERGENTE101RADIO.COM	4 e-newsletter blast	15,000 - 60,000 total	\$ 2,000
ESSENCE	4 e-newsletter blast	100,000 - 400,000 total	\$ 3,000

PRINT

MEDIA	PROMO	IMPRESSIONS	RETAIL VALUE
FLYERS	Flyers with information	200,000	\$ 5,000
POSTERS	Advertising poster of Festival	2,000 +	\$ 1,000
OTHERS			
myspace.com/antidotofest	2000++ friends	5,000 hits	

TOTAL

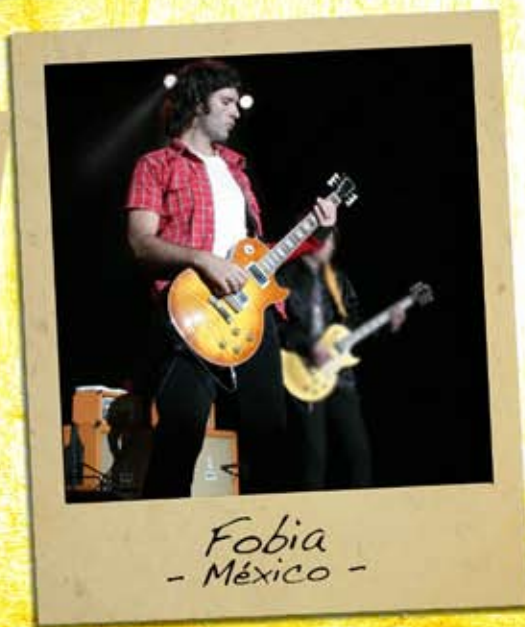
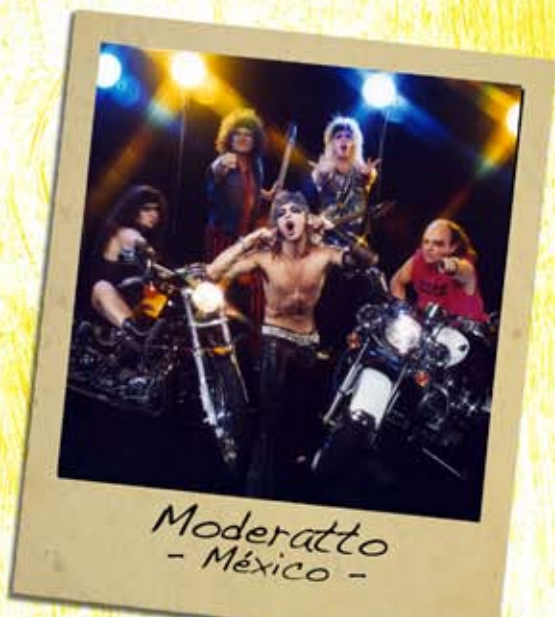
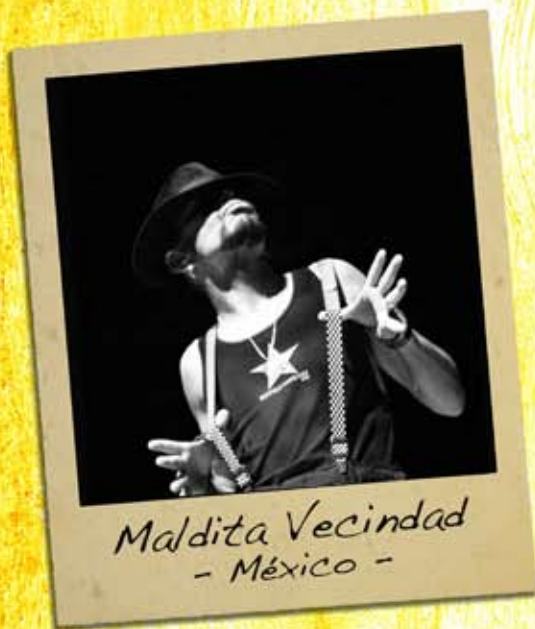
3,274,500

\$ 230,000



ANTIDOTO

MAIN STAGE





ANTIDOTO

SPRINT SECOND STAGE



Upground
- Los Angeles -



Fronteras
- Los Angeles -



Mezklah
- Los Angeles -



Alfonso Mar
- San Diego -



Koñorteño
- Tijuana -



ANTIDOTO

MEDIA COVERING ANTIDOTO

TV

- LaTv
- KBHET- Channel 63
- GoTv
- Rockamole
- MTV
- Telemundo
- Mas TV Musica (Dallas)
- W.E. Connections TV
- Channel 27
- Channel 22
- Univision

RADIO

- KSSE
- KCRW
- INDIE 1031
- EXA-FM El Paso
- KLVE
- W Radio 740am
- El Calabozo Radio
- Emergente101radio (internet)

MYSFACE.COM

- bazuca
- monicoproductions
- fronteras
- elgrito
- galeriaalternativa
- nikole4rock
- rockerosnet
- alfonsomar
- upground
- koñorteño
- pulpomag
- sprintbattleofbands
- antidotofest
- rockerosvip
- elcalabozoradio
- latv
- turnofftheradio
- latinopophouse
- shonespazio
- cutandpastemagazine

PRINT

- Excelsior
- La Vibra
- La Opinion
- Al Borde
- Bazuca
- Primera Hora
- La Prensa
- Mas Magazine
- Reforma Mexico

INTERNET

- LaTv.com
- Latino LA
- Tranceliquido.com
- Rocklatino.com
- Zonai.com
- Radionotas.com
- Boom Magazine
- lavibra.com
- alborde.com
- laopinion.com
- bazuca.net
- social.com
- espacioalternativo.com
- prweb.com
- bakotopia.com
- laprensadelosangeles.com
- grosbygroup.com
- ocexcelsior.com
- purorock.com
- rockerosvip.com
- Elcalabozoradio.com
- Rocekro.com
- Rockeros.net
- enchufate.net
- rockoleando1997

INTERVIEWS WITH ARTISTS

- Azteca TV
- KWHY TV - Channel 22
- Channel 63
- Channel 22
- Galleria Alternativa Channel 27 (Orange County)
- LA 1090.com
- Al Borde Magazine
- Rockeros.com
- Bazuca Magazine



ANTIDOTO

FLYERS & POSTERS

Nederlander Concerts and Corona Jones
PRESENT

ANTIDOTO SM
día de independencia

**The Greek Theatre,
September 16, 2006
all ages—doors open 4:00 PM**

Maldita Vecindad
Fobia
Inspector
Moderatto
And more to be announced...

copyright 2006 Corona Jones Entertainment.

... Cage9 just added
Doors and concourse open at 4:00

Festival begins in the concourse with performances on the Sprint Second Stage to include past winners and finalists from this year Sprint Battle of the Bands, plus food, drink y mas

Warning!
Side effects may include:
Overstimulation of the auditory senses
Relief from the norm
Overconsumption of freedom, friends and festivities

www.myspace.com/antidotofest

Jeep THE GREEK THEATRE
 Sprint LA VITRINA AEROMEXICO



ANTIDOTO

PHOTO GALLERY

