

## TAYLOR SWIFT SETS HISTORIC TOP 40 RADIO MILESTONE FOR COUNTRY ARTIST

Smash Single “Love Story” Reaches #1 Simultaneously on Nielsen BDS’ CHR/Top 40 ranking and Mediabase Top 40 Airplay charts  
First Time In History Of Popular Radio Chart for a Country Recording



**(New York, NY, February 17, 2009)** Big Machine country singing sensation **Taylor Swift**, who recently achieved the rare milestone of spending 8 weeks atop the Billboard 200 top albums chart (only 5 other albums have done so since 2000) for her smash sophomore album **Fearless**, is now rewriting the record books at pop radio. The 19-year-old country prodigy’s first single from her new album, **“Love Story,”** became the first ever country crossover recording to hit #1 on the Mediabase Top 40 Chart, which appears in the national newspaper, USA Today.

“Taylor’s success is a testament to her artistry, Big Machine laying a great foundation, and pop radio’s willingness to embrace a dynamic artist like her with open arms,” stated **Joel Klaiman**, Senior Vice President of Promotion and Artist Development. “Our success with Taylor at radio sends a message that an authentic star who writes her own songs can open the door for great music finding a willing audience at all formats.”

The crossover superstar is currently preparing for her **first major headlining tour**, which will span 52 cities in seven months. Taylor just set a **venue record for the quickest sellout** in the history of Los Angeles’ Staples Center for her May 22 date, clearing every ticket in just *two minutes*.

Taylor’s **Fearless**, released in November 2008 has soared past **2.5 million in sales** in the U.S. alone and the **“Love Story”** single has sold **over 2.5 million digital singles**, powered by the joint efforts of Big Machine and Universal Republic’s radio promotion staff.

**Neste Event Marketing** was a major supporter of Taylor Swift, having produced two shows in 2008, The Country Stampede in Manhattan, KS and Country Thunder in Twin Lakes, WI. For 2009, NEM landed three dates; Thursday, July 9 in Edmonton, Alberta as major support for **Kenny Chesney** at **Commonwealth Stadium** and **The Craven Country Jamboree** in Craven, Saskatchewan July 10. In addition, she’s returning to headline Country Thunder in Twin Lakes, WI July 16.