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Dear Programmer:

Since Led Zeppelin disbanded in 1980, Robert Plant's solo career has followed a remarkable succession of uncompromising artistic changes, as he has unflinchingly established a new identity for a new era. Now, the fruits of that labor are brilliantly brought forth on "NOW AND ZEN", the record which Plant-watchers have been waiting for.

Robert introduces a brand-new band, featuring songwriting collaborator/keyboardsman Phil Johnstone, along with guitarist Doug Boyle, bassist Phil Scragg, and drummer Chris Blackwell. Jimmy Page guests on two tracks, "Heaven Knows" (the first single ...already the #1 most requested song on album radio!) and the techno-billy celebration, "Tall Cool One".

With Robert's album just impacting at album radio, and retailers screaming for more, the Plant tour is ready to begin amidst all the frenzy and the excitement.

To contribute to that excitement, Atlantic Records is happy to present the latest in the continuing series of interview discs "Non-Stop, Go!", a candid interview with Robert Plant.

Unlike previous releases, this one features two separate interview records...one by Dan Neer (WNEW-FM, New York) geared toward the AOR market, and one by Chuck Young (renowned rock journalist) for college/alternative radio. Both interviews are insightful, humorous and informative..delightful to hear, and a must to program.

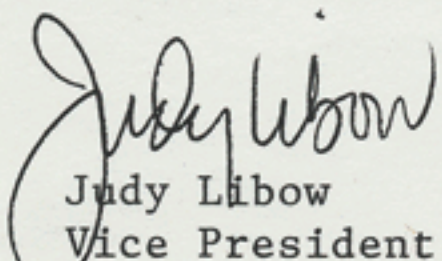
The format of each disc is as follows:

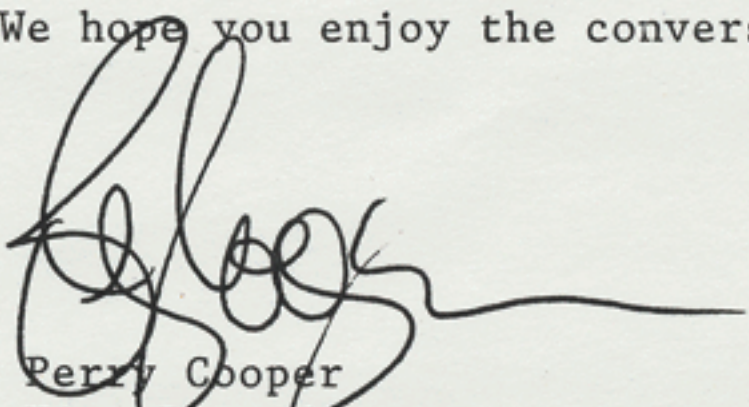
SIDE A contains questions and answers (unbanded)

SIDE B contains answers only (banded).

Cue sheets are enclosed for your programming use.

Robert Plant...legendary...innovative. We hope you enjoy the conversations! Thank you for your continued support!


Judy Libow
Vice President
National Promotion


Perry Cooper
Vice President
Artist Relations & Media Development

ROBERT PLANT: NON-STOP GO

CUE SHEET

DISC ONE; SIDE ONE (22:38)

PAGE 2

DISC ONE; SIDE TWO (12:20)

1. Q: What was it like going solo after being in Led Zeppelin?
A: "Zeppelin was a very...well tough." :33
2. Q: How did you get your new band together?
A: "My management...the bass player." :40
3. Q: Can you explain how Dave Stewart of the Eurythmics was instrumental in getting "Now And Zen" started?
A: "I think Dave is a master...very beginning." :21
4. Q: Tell us about "Tall Cool One".
A: "Its like a...latch onto." :15
5. Q: How do you feel about being a solo artist?
A: "I rather like...Where is Jimmy?" :23
6. Q: What is your new band like?
A: "Working with these...last band." :21
7. Q: How well do you along with your new band?
A: "Well every time I...to make it work." :17
8. Q: What made you ask Jimmy Page to play on "Now And Zen"?
A: "I just wanted...proud, you know." :26
9. Q: How's your daughter these days?
A: "She can't wait...Gene Vincent." :20
10. Q: Tell us about "The Way I Feel".
A: "Its 'Big Log', Part 2...nobody understands." :27

ROBERT PLANT: NON-STOP GO

CUE SHEET

DISC ONE; SIDE TWO (12:20)

PAGE 2

11. Q: What about "Ship of Fools"?
A: "I have to take...for lunch." :28
12. Q: Who is Helen of Troy?
A: "That Helen of Troy...make her gentle." :37
A: "...for them."
13. Q: Describe the album "Now And Zen".
A: "Now And Zen"...summer's day." :19
A: "I would really...great time."
14. Q: What would your live stage show be like?
A: "I wouldn't mind...different form." 1:27
15. Q: Where did the song "Heaven Knows" come from?
A: "I burgled it...sessions you know." 1:31
16. Q: Did you immediately have Jimmy Page in mind when you first heard "Heaven Knows"?
A: "Yeh, exactly...gotten to reality." :17
17. Q: Will you perform any Led Zeppelin songs on the "Now And Zen" tour?
A: "I think so..."Stairway to Heaven". :22
18. Q: How is your lyric working these days?
A: "The trouble is...do my best." :28
19. Q: Tell us about "Big Log".
A: "Big Log" is...ever had." :19

ROBERT PLANT: NON-STOP GO

CUE SHEET

DISC ONE; SIDE TWO

(12:20)

PAGE THREE

20) Q: What was it like performing at Live Aid?

A: "I never ever felt...was next."

:50

21) Q: How did you performing at Live Aid affect your "Shaken 'N' Stirred" band?

A: "Mediawise... for them."

:08

22) Q: What are your plans for the future?

A: "I would really...great time."

:17

ROBERT PLANT: NON-STOP GO

CUE SHEET

DISC TWO; SIDE ONE (26:15)

DISC TWO; SIDE TWO (14:07)

1. Q: Why are you interested in college radio?
A: "Basically I wanna...in 1971, you know?" :32
2. Q: What are the appeals of college radio?
A: "I guess college...more aware musically." :18
3. Q: Do you take your music seriously?
A: "It must come across...happy middle age." :31
4. Q: Have you abandoned your old market?
A: "No not at all...bit more stimulating." :47
5. Q: What's the difference between American and British radio?
A: "I don't know. I haven't...you know what I mean :51
6. Q: How did you feel about the success of your "Shaken 'N' Stirred" album?
A: "The 'Shaken 'N' Stirred' experience...enjoy singing." :29
7. Q: How do you think your new band is going to be on tour?
A: "Well you can only...in the clubs." :53
8. Q: Tell us about your new bands side projects.
A: "We've decided...8 bar intro." :56
9. Q: How do you react to public charges of Led Zeppelin's satanism and paganism?
A: "Valentine's Day...waffle basically." :43

ROBERT PLANT: NON-STOP GO

CUE SHEET

DISC TWO; SIDE TWO

(14:07)

PAGE 2

10. Q: What is the story behind "White, Clean and Neat"?
A: "Well I wasn't...an accident." 1:48
11. Q: Who does the narration on "White, Clean and Neat"?
A: "Jerry Wayne...read out." :32
12. Q: Tell us the story about Pat Boone and the Phantom.
A: "That record, "Love me"...its crazy." :45
13. Q: Do your parents still want you to be an accountant?
A: "No, they don't...basically." :08
14. Q: What are your reasons for not wanting to reunite
Led Zeppelin?
A: "The whole thing...'Battle of Evermore'." :44
15. Q: Do you consider "Now and Zen" your most commercial
album to date?
A: "I guess what people...this is good." 1:25
16. Q: Does it bother you that people still want you to
sing Led Zeppelin songs?
A: "I know a lot of people...as Zeppelin probably." :35
17. Q: Would you ever sell one of your songs for a
commercial?
A: "I wouldn't sell it...good idea." :17
18. Q: Do you have any side projects on the go?
A: "There's a tape...surf music you know." :55