

Regina Belle Climbs Charts Again With New Single, "Make It Like It Was"

Regina Belle continues to take the country by storm as "Make It Like It Was," the 2nd single from her smash #1 *Stay With Me* album, climbs to the top rungs of Billboard's Black Singles chart in only its fifth week of release. On the strength of its tremendous airplay and retail sales, the new single has the look of being as big as her #1 urban record of the year in R&B.

Enthusiastic word of mouth about Regina's second Columbia Records album is fueling tremendous record sales. "People are turning other people on to Regina's album in a big way," said Ruben Rodriguez, Senior V.P., Black Music and Jazz, Columbia Records. "It's the type of album that people never get tired of listening to."

After dazzling industry audiences earlier this year at showcases on both coasts, and then blowing away critics and fans alike, with her stunning debut on Broadway this fall, Regina has exploded onto the music scene as a full-fledged star.

"This is a true artist development success story," said Rodriguez. "With the first album we started building a base for Regina Belle, and now with her current project we're taking her to the next level."

Regina's image--enhanced by well-received television appearances on shows, such as the syndicated *Soul Train* and *Showtime at the Apollo*, the CBS special, *Grammy Living Legends*, and ABC's "Good Morning America" -- have also contributed to her popularity. "Her image and the whole perception of her has been one of the key factors in the successful marketing of Regina," said Sara Melendez, V.P. Black Music Marketing. "She's young, sassy, but very sophisticated and glamorous. She appeals to everyone, not just adults, with the strong messages in her ballads."



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