

Eleven Years of

ROCKABYE BABY!®

Releases

2006

Milestones

Debut releases August 29

Rockabye Baby! Lullaby Renditions of Coldplay

Rockabye Baby! Lullaby Renditions of Metallica

Rockabye Baby! Lullaby Renditions of Radiohead

Rockabye Baby! Lullaby Renditions of Pink Floyd

Rockabye Baby! Lullaby Renditions of Tool

Rockabye Baby! Lullaby Renditions of
The Beach Boys

Rockabye Baby! Lullaby Renditions of The Cure

Rockabye Baby! Lullaby Renditions of Led Zeppelin

Rockabye Baby! Lullaby Renditions of Nirvana

Rockabye Baby! Exclusive Release for Hot Topic

*Los Angeles Times features
Rockabye Baby*



*New York Times article featuring
Rockabye Baby breaks website*

2007

Rockabye Baby! Lullaby Renditions of Eagles
10th release - January 9

Rockabye Baby! Lullaby Renditions of
Queens of the Stone Age

Rockabye Baby! Lullaby Renditions of Ramones

Rockabye Baby! Lullaby Renditions of U2

Rockabye Baby! Lullaby Renditions of Nine Inch Nails

Rockabye Baby! Lullaby Renditions of No Doubt

Rockabye Baby! Lullaby Renditions of
The Smashing Pumpkins

Rockabye Baby! Lullaby Renditions of The Beatles

Rockabye Baby! Lullaby Renditions of Björk

Rockabye Baby! Lullaby Renditions of Bob Marley

*Esquire Magazine ESKY Award
for Best Kids' Album*



Rockabye Baby! Lullaby Renditions of Green Day
Rockabye Baby! Lullaby Renditions of Christmas Rock Classics
Rockabye Baby! Lullaby Renditions of The Rolling Stones

Gilmore Girls features Rockabye Baby's The Cure "Boys Don't Cry"

2008

Rockabye Baby! Lullaby Renditions of AC/DC
Rockabye Baby! Lullaby Renditions of Pixies

"These are the best things ever!"
-Kate Hudson

Metallica's Kirk Hammett talks about Rockabye Baby! Metallica on VGTV

1 million streams



2009

Rockabye Baby! More Lullaby Renditions of The Beatles
25th release – March 13
Rockabye Baby! Lullaby Renditions of Queen
Rockabye Baby! Lullaby Renditions of Aerosmith
Features liner notes by Steven Tyler
Rockabye Baby! Lullaby Renditions of Guns N' Roses
Rockabye Baby! Digital Download Card package

500,000 Units (CDs) sold



First Rockabye Baby streams in Europe (Spotify launched in the U.S. in 2011)

2010

Rockabye Baby! Lullaby Renditions of Journey
Rockabye Baby! Baby's Favorite Rock Songs
Exclusive Release for Starbucks
Rockabye Baby! Lullaby Renditions of Kanye West
Rockabye Baby! Lullaby Renditions of Black Sabbath

Special compilation for Starbucks, "Baby's Favorite Rock Songs", flew off shelves

Starbucks compilation:

- ★ #3 Billboard Kid Albums chart
- ★ #18 Billboard Independent Albums chart
- ★ #111 Billboard Top 200 chart

Rockabye Baby! Lullaby Renditions of Elvis Presley

Rockabye Baby! Lullaby Renditions of Pearl Jam

Rockabye Baby! Lullaby Renditions of Bon Jovi

2011

Rockabye Baby! Lullaby Renditions of Weezer

Rockabye Baby! Lullaby Renditions of
The Flaming Lips

“We put on lullaby versions of songs by
Led Zeppelin, Bob Marley and The Beatles.”
-Elton John, *Rolling Stone*



First title to sell 100,000 Units (CDs):
Lullaby Renditions of The Beatles

Featured on *The Talk*

Featured on *The Ellen DeGeneres Show*

Rockabye Baby! Lullaby Renditions of Def Leppard
Features liner notes by Joe Elliott

Rockabye Baby! Lullaby Renditions of Madonna

Rockabye Baby! Good Day, Goodnight
(double disc compilation)

Rockabye Baby! Lullaby Renditions of The Police

Rockabye Baby! Lullaby Renditions of
The Tragically Hip

Rockabye Baby! Lullaby Renditions of Van Halen

1 million Units (CDs) sold



2012

Rockabye Baby! Lullaby Renditions of Depeche Mode

Rockabye Baby! Lullaby Renditions of
Dave Matthews Band

Rockabye Baby! Lullaby Renditions of The Smiths
Vinyl & CD

First vinyl release



Featured in film *What to Expect
When You're Expecting*

Rockabye Baby! Lullaby Renditions of Foo Fighters

Victoria Beckham tweets

Rockabye Baby! Lullaby Renditions of Red Hot Chili Peppers

Rockabye Baby! Lullaby Renditions of Kiss

Rockabye Baby! Lullaby Renditions of Prince
50th release - September 25

Rockabye Baby! More Lullaby Renditions of U2

Rockabye Baby! Lullaby Renditions of The Flaming Lips Vinyl



Broke the 10 million stream threshold

2013

Rockabye Baby! Lullaby Renditions of Rush

Rockabye Baby! Lullaby Renditions of Muse

Rockabye Baby! Lullaby Renditions of Blur

Rockabye Baby! Lullaby Renditions of The White Stripes Vinyl & CD

Rockabye Baby! Lullaby Renditions of Silverchair

Rockabye Baby! Lullaby Renditions of Jay Z

Rockabye Baby! Lullaby Renditions of Michael Jackson

Rockabye Baby! Lullaby Renditions of Elton John

Rockabye Baby! Lullaby Renditions of Nickelback

Rockabye Baby! Lullaby Renditions of Pearl Jam Vinyl

The White Stripes lullabies mentioned on *NME*

FAO Schwarz New York flagship store
Rockabye Baby listening station

1 million download mark

Over 96 million streams



2014

Rockabye Baby! Lullaby Rendition of Robin Thicke's "Blurred Lines" Digital Single

Rockabye Baby! Lullaby Renditions of P!nk

Rockabye Baby! Lullaby Renditions of The Clash

Rockabye Baby! Lullaby Renditions of David Bowie Vinyl & CD

Rockabye Baby! Good Baby, Bad Baby compilation

Rockabye Baby! Lullaby Renditions of Maroon 5

First digital only single

Rockabye Baby! Lullaby Renditions of
Bruce Springsteen
Rockabye Baby! Lullaby Renditions of Eminem
Rockabye Baby! Lullaby Renditions of Jay Z Vinyl

1.5 million Units (CDs) sold



2015

Rockabye Baby! Lullaby Renditions of Fleetwood Mac
Rockabye Baby! Lullaby Renditions of Grateful Dead
Vinyl & CD
Rockabye Baby! Lullaby Renditions of
Taylor Swift's "Blank Space" and "Wonderland"
Digital Single
Rockabye Baby! Lullaby Renditions of blink-182
Rockabye Baby! Lullaby Renditions of Sublime
Rockabye Baby! Lullaby Renditions of Taylor Swift
Rockabye Baby! Lullaby Renditions of Fleetwood Mac
Vinyl
Rockabye Baby! Lullaby Renditions of Fall Out Boy

Chelsea Clinton talks about Rockabye Baby
-Elle Magazine

2016

Rockabye Baby! Lullaby Renditions of Rihanna
Rockabye Baby! Lullaby Renditions of
Creedence Clearwater Revival Vinyl & CD
75th release - April 22
Rockabye Baby! Lullaby Renditions of Adele
Rockabye Baby! Birthday Party
10th anniversary compilation
Rockabye Baby! Lullaby Renditions of Iron Maiden

Jimmy Fallon talks about Rockabye Baby!
Rihanna lullabies on *The Tonight Show*

Over 12.5 million streams in first year of
Apple Music's existence

3 Rockabye Baby tracks included in
Project Nursery baby monitor

Los Angeles Times profiles
Rockabye Baby parent label



2017

Beyoncé lullabies featured on *NPR* website

Rockabye Baby! Lullaby Renditions of Beyoncé

First digital-only album

Rockabye Baby! Lullaby Renditions of Songs from Hamilton (Digital)

The Washington Post features Rockabye Baby

Rockabye Baby! Lullaby Renditions of The Doors Vinyl & CD

ABC News Radio discusses Justin Timberlake lullabies

Justin Timberlake lullabies featured on *Huffington Post* website

Rockabye Baby! Lullaby Renditions of Justin Timberlake

★ #7 Billboard Kid Albums chart

Rockabye Baby! My Girl Digital Single

Rockabye Baby! More Lullaby Renditions of Songs from Hamilton (Digital)

Rockabye Baby! Lullaby Renditions of Bruno Mars

Rockabye Baby! Lullaby Renditions of Songs from Hamilton CD