Explanation of all those multi million pound deals... Thursday, 25 May 2006

for those incredibly impressed by these press releases... "X signs million pound deal"...

I invented this scam to impress the tabloids 35 years ago. It goes like this...

I'll offer you a million quid deal if you like (I invented them for PR at UK Records). First album which cost you 5K to make - I'll give you

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