In Stores and Online May 23rd

As of 5/22/06

FINAL

SDARS Ex. 23

EXHIBIT
23
11/27/07 CR
SE 0104887

Sales Highlights

- $18.98
- Initial Ship: 907k
- First week digital single sales for "Not Ready To Make Nice" were 39,542
  103,678 total digital single sales as of 5/14
- "Not Ready To Make Nice" debuted #28 on Billboard Hot 100 week of 4/24
- Confirmed campaigns with Amazon, BestBuy, Target, iTunes and Starbucks
- Over 2,800 bins placed at retail nationwide

DIXIE CHICKS
TAKING THE LONG WAY

SE 0104888

★★★ Sales ★★★

- Target (1423 locations)

  Concert Ticket Value Add
  - Customers who purchase the new album will receive a code which allows them to buy concert tickets 2 weeks prior to public on-sale
  - Promotion featured in 2 circulars:

    Coming Attractions (5/21)

    Best Seller (5/28)
  - Target.com Music Homepage Feature for 2 weeks
  - Also featured on new release end cap, store signage and country wall

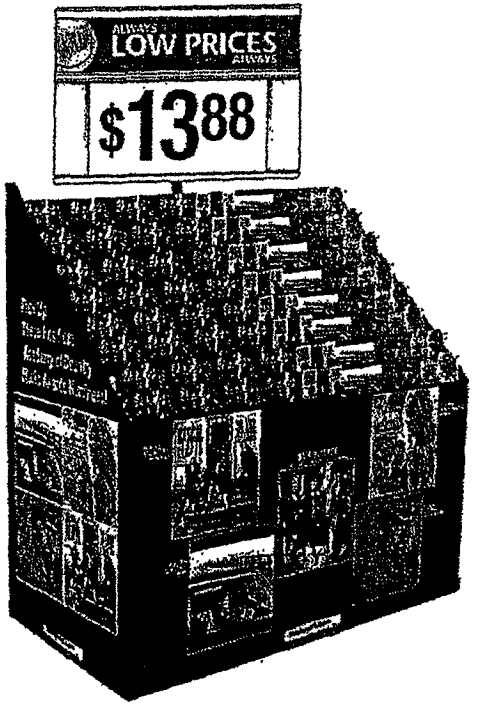
TARGET.

★★★ Sales ★★★

- Best Buy (620 locations)
  - Two song exclusive pre-release single (5/2) Includes $1.99 off coupon for purchase of *Taking The Long Way.* Featured in circular 5/7
  - Exclusive CD package with bonus track "Thin Line"
  - Exclusive 4 song stream at bestbuy.com. Featured in circular 5/14
  - Additional visibility includes Power Wall, sled and new release end cap
  - Best Seller Circular 6/4 and 7/23

★★★ Sales ★★★

- Wal*Mart (2864 locations)
  - Coming Soon bin card, end cap, header 4/25-5/23
  - New Release end cap 5/23-6/3
  - Academy of Country Music pallet 5/23-6/17
  - Best Seller end cap 5/23-7/18
  - Special $9.72 pricing for *Wide Open Spaces, Fly, Home*



WAL★MART®
ALWAYS LOW PRICES. Always.

SE 01048891

★★★ Sales ★★★

- K-Mart (840 locations)
  - ROTO circular 5/21
  - New Release end cap 5/23-6/3
  - Super Feature 6/6-7/4
  - Feature – July
  - Country Show board - August

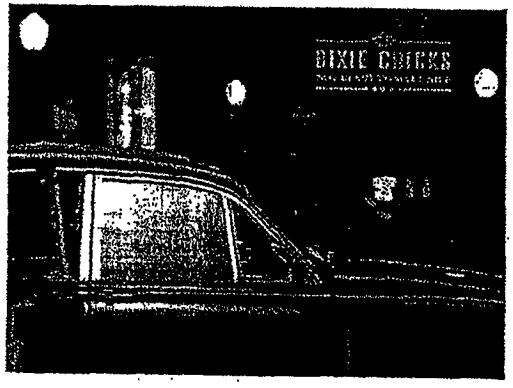
kmart.

★★★ Sales ★★★

- amazon.com
  - Promotion Dates: 5/1-6/30
  - Exclusive rehearsal video footage and interview to be used as a promotional stream in the flash player (5/1)
  - Rotating placement on gateway one week prior to release
  - Rotating placement on music homepage for one month
  - Artist of the Month one month prior to release
  - Over 20k album pre-sales as of 5/17

★★★ Sales ★★★

- **iTunes**
  - Exclusive digital single with digital booklet, photos, handwritten lyrics available 4/18
  - Album pre-sale with exclusive bonus track "Live Wire" launches 5/2
  - Series of interview podcasts with the band and Rick Rubin premiere 5/16



★★★ Sales ★★★

- Starbucks
  - Will be carrying *Taking The Long Way* in all stores
  - Initial order over 100k
  - Special Main Counter Display – 5/23-6/25
  - Spinner Rack Placement 6/25-7/25

★★★ Sales ★★★

- P.O.P.
  - Advance Static Clings
  - Counter Easel
  - 12 x 23.5 poster
  - Floor bin
  - 2' x 2' cover blowups

Press

Confirmed TV around launch:

- *60 Minutes* interview with Steve Croft on 5/14
- *Late Show with David Letterman* on 5/22
- *Good Morning America* on 5/22-5/25
  with live concert on 5/26. On air promos began 4/25
- *Larry King Live* on 5/31
- *CBS Early Show* performance 6/2

Press

Print:

- *USA Today* announced the album on 3/10
- *Entertainment Weekly* feature ran 4/7
- Featured in *TIME* Magazine's "Time 100: The People Who Shape Our World" (5/8/06 issue)
- Featured on cover of *TIME* Magazine (5/29/06 issue)

Confirmed features week of release:

- *New York Times* Sunday Arts & Leisure cover 5/21
- *LA Times* Sunday Arts cover 5/21
- *USA Today* feature 5/22
- *Associated Press* feature to run on wire 5/22

Press

Other confirmed TV coverage includes:

CNN, Entertainment Tonight, E!, Extra, Access Hollywood

TV Special for Fall in discussions

Licensing

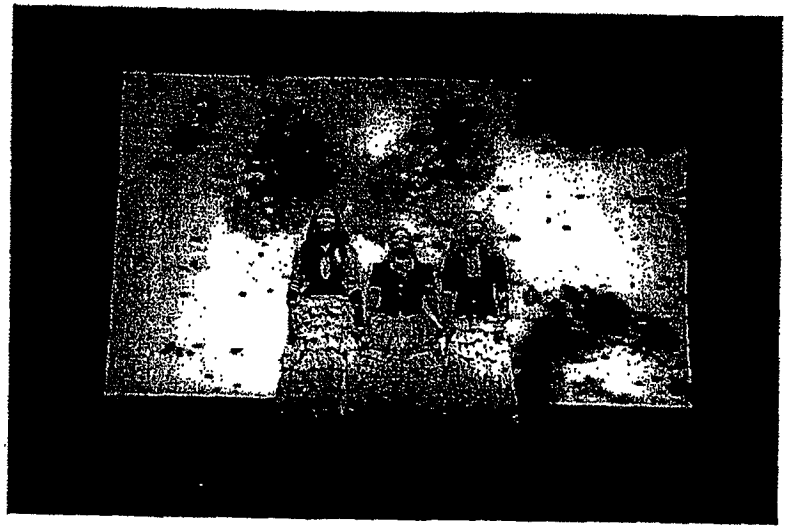
NBC's *Medium* (10/9c Mondays)

- NBC will premiere "Lullaby" in the season finale of *Medium* on Monday 5/22. It will be used throughout the entire one hour episode.
- NBC will run a 10 second "dead card" at the end of the episode with a full screen shot of the album cover
- nbc.com/medium will include Dixie Chicks photos and information including a link to their site
- *Medium* is seen by an estimated 7-8 million viewers each week.

Video

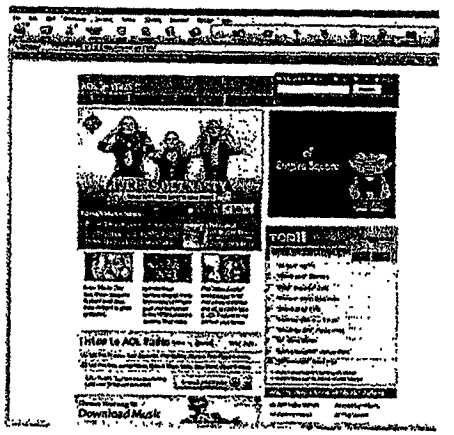
"Not Ready To Make Nice" (as of 5/14)

- In XL rotation at VH1: 14 plays this week, 69 plays to date
- In Heavy rotation at CMT: 16 plays this week, 91 plays to date
- Hosting VH1 Top 20 Countdown 5/25, air date 5/26



Digital Media

- AOL
  - Video Premiere "Not Ready To Make Nice" launched 3/31
    429,896 streams (as of 5/18)
  - Featured several dates on:
    AOL Welcome Screen — AIM Welcome Screen,
    AOL Music Main — Moviefone front page
  - Impressions to date: 30,000,000 across AOL Music
  - AOL Sessions performance is scheduled to tape 5/24 and air week of 6/10



Digital Media

- msn
  - Promotion launched 3/16 delivering prominent positioning on MSN Homepage, MSN Music Homepage, MSN Music Newsletter.

    Impressions: 1,021,027,678 (as of 4/11)

    Visits to DCX page: 1,157,517 (as of 4/11)
  - Dixiechicks.msn.com launches 5/11

    Sweepstakes to win a trip to London to see the first concert on June 15th
  - MSN album premiere 5/22
  - MSN webcast from London 6/15

Digital Media

- YAHOO!
  - 1,201,034 video streams (as of 5/18)
  - Taping Live at Launch in Los Angeles 5/31 (TBC)
- myspace.com a place for friends
  - Video featured on MySpace homepage 3/30
- Dixiechicks.com
  - "Not Ready To Make Nice" has been streamed 607,000 times (as of 5/2)
- amazon.com
  - "Fishbowl" interview with Bill Maher on 6/1

Digital Media Marketing

Targeting women and country fans

Campaign includes:

- Feature in online indie Fanscape newsletter on 4/18 & 5/16
  1.3 million members
- Two week spotlight feature on Fanscape.com following newsletters
- Placement on about.com, blender.com (video of the day), popularity.com, sheknows.com and more!
  Combined unique audience of 11,250,000!

Gay/Lifestyle Marketing

- Gay/Lifestyle CD Release events in 30+ key markets
- Targeted Gay Media: The Advocate, Out.com
- In store play and visibility at gay owned businesses
- Street team promotion in key Top 20 markets
  - Atlanta, Boston, Chicago, Dallas, Ft. Lauderdale, Houston, LA, Miami, NY, SF, San Diego

Radio

- "Not Ready To Make Nice"
  - Key Country Markets: KZLA/LA, WUSN/Chicago, KEEY/Minneapolis, WWQM/Madison, Sirius, XM
  - Key Adult Markets: WHUD/NY, KNBT/San Antonio, KGSR/Austin
- "Everybody Knows"
  - Key Country stations: KZLA/Los Angeles, KEEY/Minneapolis
- NPR/Fresh Air interview taping 5/23
- XM Artist Confidential taping 5/23, airing in June
- Interview with Howard Stern on Sirius 5/25

DIXIE CHICKS