



**Attn: Trading and Market Making/Legal and Compliance/Operations/Systems**  
**UNIFORM PRACTICE ADVISORY (UPC # 104-2004) October 4, 2004**

**AMC American Music Corporation – Common Stock (OTC:AMCT)**

Effective October 5, 2004, the above company will effect a name change and 1-20 reverse split to Mercantile Gold Company as a mandatory share exchange that requires all stock certificates held in street name or otherwise to now include the name of the beneficial holder. In order to facilitate and comply with the Company's bylaws, the Company has decided to set a mandatory exchange date no later than October 29, 2004, after which the old shares shall be worthless and non-transferable.

Members are advised that certificates representing the new shares may not be issued at this time in the name of The Depository Trust Company (DTC) or its nominee name, Cede & Co. Consequently, DTC will not be processing the reorganization. Participants should contact DTC directly for instructions on withdrawing their positions.

Considering the foregoing, trading and quotation in the OTC market will be reflective of the share exchange effective October 5, 2004, on a when-issued basis. The symbol will be changed to MGCPV on that date.

All certificates with the CUSIP number 027662105 ***must be exchanged for new certificates with the new CUSIP number (58741R102)***. All inquiries with regard to the surrender and exchange of certificates should be made directly to X-Clearing Corporation at (303) 573-1000.

Questions regarding the registration and eligibility status at DTC should be directed to your relationship manager at DTC.

Questions regarding this notice should be directed to: Market Integrity Department, 203.375.9609.

Tara Petta  
Associate Director