

HERB ALPERT SIGNATURE SERIES: 10/16/2004

LOS ANGELES, CA -- Music legend Herb Alpert has struck a partnership with Shout! Factory to launch the historic Herb Alpert Signature Series. The long-term reissue program will include many of his most successful albums, beginning with the classics *The Lonely Bull* and *South of the Border*, slated for a February 8, 2005 release. Sharing that release date is *Lost Treasures*, a new compilation of previously unreleased songs recorded, but set-aside, during Alpert's most prolific period, 1963-1974.

The remainder of the *The Tijuana Brass* catalog, as well as Alpert's acclaimed solo albums, will roll out later in 2005. Every album in the Herb Alpert Signature Series has been painstakingly remastered under Alpert's personal supervision, and the expanded CD booklets include new liner notes with reflections from Alpert himself.

Immediately after forming A&M Records with Jerry Moss in 1962, Herb Alpert introduced the Tijuana Brass phenomenon, which propelled him to super-stardom. By putting the trumpet out front, he revolutionized the instrument as a pop radio staple with a signature sound fusing Mexican mariachi, other Latin influences, jazz instincts, and unerring pop sensibilities.

Celebrating the TJB legacy, *Lost Treasures* compiles previously unissued tracks and hard-to-find rarities, hand-picked by Alpert. Many are interpretations of songs by pop music's greatest writers, including James Taylor's "Fire and Rain" and The Beatles' "And I Love Her." Other standouts include Cat Stevens' "The Whistle Song," written specifically for Alpert, and Burt Bacharach and Hal David's "(They Long To Be) Close To You," which, in 1970, Alpert felt was better suited for The Carpenters' sophomore A&M album.

Originally released in 1962, *The Lonely Bull* was not only Herb Alpert's musical debut, but the first album released on A&M Records. "After experiencing my first bullfight in Tijuana, Mexico," Alpert recalls, "I was inspired to find a way to musically express what I felt while watching the wild responses of the crowd, and hearing the brass musicians introducing each new event with rousing fanfare. The energy in the stands was overwhelmingly exciting. My pursuit became to capture that on tape."

The excitement translated, and *The Lonely Bull* was a stunning success. The title track hit the Billboard Top 10, as did the LP, which peaked at #10 and remained on the album chart for three years. The disc also includes the perennial stadium favorite "Never On A Sunday," and the intricate, bossa nova-inflected "Desafinado." The cover, featuring Alpert toasting with a tequila glass, began a run of TJB's celebratory, sex appeal-infused LP jackets, most memorably the cream-clad covered model immortalized on 1965's *Whipped Cream And Other Delights*.

1964's *South Of The Border* was Alpert's fifth gold album (peaking at #6), and lent his magic touch to some of the most popular hits of the era. Covers of Jobim's "The Girl From Ipanema" and The Beatles' "All My Loving" were set alongside Spanish love songs, and the public adored the mix. "When recording recognizable songs," Alpert explains, "my goal has always been to do them in a way that is different than the original, and to express the song through the trumpet as if I were singing the lyric."

While his first love remains his trumpet, Alpert is a true Renaissance man with successful endeavors in many realms. The passion driving his musical genius also informs his 35-year career as visual artist; Alpert's abstract expressionist paintings and bold sculptures have been shown around the world. On Broadway, Alpert has produced celebrated works such as Tony Kushner's Pulitzer Prize-winning *Angels In America*. Alpert's ongoing philanthropy has garnered a host of awards, and for almost two decades, The Herb Alpert Foundation has underwritten funding in the areas of the environment, education and the arts.

About Shout! Factory:

Shout! Factory is a multi-platform integrated entertainment company that was started by Richard Foos – co-founder of Rhino Records, Bob Emmer – former Warner Music Group and Rhino executive and Garson Foos – former Rhino executive. It focuses on audio music catalog development and home video/DVD projects and television properties. Conceived as a broad-based retro pop culture entertainment label, Shout! Factory video and DVD projects vary from live music and music documentary programs to offbeat special interest titles ranging from animation to sports content. Shout! Factory DVDs and CDs are distributed by Sony Entertainment.

LOST TREASURES

Catalog Number: DK 32867

Price: \$18.98 SRP

Release Date: February 8, 2005

Track Listing

1. Up Cherry Street
2. Lazy Day
3. Wailing Of The Willow
4. Fire And Rain
5. And I Love Her
6. I Can't Go On Living, Baby, Without You
7. (They Long To Be) Close To You
8. Promises Promises
9. Happy Hour
10. Julius And Me
11. I Might Frighten Her Away
12. Alone Again (Naturally)
13. Tennessee Waltz
14. Tradewinds
15. Raindrops Keep Falling On My Head
16. Flowers On The Wall
17. Popcorn
18. Chris
19. Killing Me Softly
20. I'll Never Fall In Love Again
21. Speakeasy
22. The Whistle Song

THE LONELY BULL

Catalog Number: DK 32771

Price: \$13.98 SRP

Release Date: February 8, 2005

Track List

1. The Lonely Bull (El Solo Toro)
2. El Lobo (The Wolf)
3. Tijuana Sauerkraut
4. Desafinado
5. Mexico
6. Never On Sunday
7. Struttin' With Maria
8. Let It Be Me
9. Acapulco 1922
10. Limbo Rock
11. Crawfish
12. A Quiet Tear (lagrima quieta)

SOUTH OF THE BORDER

Catalog Number: DK 32772

Price: \$13.98 SRP

Release Date: February 8, 2005

Track List

1. South Of The Border

2. The Girl From Ipanema
3. Hello, Dolly!
4. I've Grown Accustomed To Her Face
5. Up Cherry Street
6. Mexican Shuffle
7. El Presidente
8. All My Loving
9. Angelito
10. Salud, Amor y Dinero
11. Numero Cinco
12. Adiós, Mi Corazón

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