

TOMMY SHAW What If

PRODUCED BY TOMMY SHAW & RICHIE CANNATA

When Dick Clark's major motion picture **Remo** opens this fall, the song that will be heard constantly to promote it will be "What If," the title track from the new album by Tommy Shaw. It's the kind of exposure that's good for any song, and even better for a *great* song. In selecting "What If," from a host of possibilities, Dick Clark demonstrated his characteristic astuteness for picking a winner.

"What If" has got one of those irresistible, melodic hooks that people find themselves singing along with by the second time the chorus comes around. Tommy's high harmonies kick the song up to a level of energy that's infectious, and his churning guitar licks leave no question that this is straight-ahead rock 'n' roll.

Ten tracks of new music fill What If, all composed by the guitarist and his saxophonist/keyboardist Richie Cannata. Their writing partnership gives the lp a very unified feel, while the combinations of guitar, horns and keyboards on which the songs are based give the sound a variety of textures. Produced by Shaw, What If was mixed with engineer extraordinaire Greg Ladanyi, who's known for his hits with Don Henley, Toto and Jackson Browne. When Tommy Shaw was a member of Styx, hits like "Renegade" and "Blue Collar Man" made him the most popular rock songwriter in the group, and he's built upon that reputation.

Fans will get a vivid reminder of Tommy Shaw's sound when the **Remo** campaign featuring "What If" hits the airwaves this fall. "What If" will not only be the sole music used to promote the movie; it will also be available only on Tommy's album. The extra advantage of exposure through a major motion picture is a wonderful opportunity for Tommy Shaw, and much more importantly, he's made the most of it. What If delivers the goods.



(cover art not available)

TOMMY SHAW What If

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• Count On You • Bad Times • Nature Of The Beast
• Friendly Advice • This Is Not A Test • Reach For
The Bottle

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