

FEBRUARY 5, 1980

FOR IMMEDIATE RELEASE

THE FIRST ANGLO-AMERICAN POLICE

ACTION SINCE WORLD WAR II

In what may be the most extensive world tour ever undertaken by a band, rock or otherwise, A&M artists The Police will begin "The First Anglo-American Police Action Since World War II" in Tokyo, Japan on February 13.

The tour, lasting two and a half months and including 37 cities and 19 countries will be highlighted by concerts in Taipei, Taiwan, Bangkok, Thailand and Bombay, India. The Police will be performing the first rock show by a major band ever in those countries.

"Besides the international exposure we'll receive from the tour," Miles Copeland, the band's manager said, "it will also be done for the fun of it. The idea of breaking new ground and getting through to new countries will be exciting."

The tour will be filmed by Firststars Ltd, and directed by Derek Burbridge, who has directed all the acclaimed Police promotional films. In addition a photo book will be printed after the tour for international distribution. The publisher has not been named as of yet.

Following performances at the University of Hawaii February 8 and 9, The Police depart for a five concert tour of Japan,

(MORE)

PUBLICITY

three days in Taipei, five dates in New Zealand, 11 performances throughout Australia, two dates in Bangkok and one day in Bombay, India. They then go on to Cairo, Egypt and then an intensive tour of Europe and the U.K. with dates in Athens, Rome, Paris, London and Amsterdam included.

The current Police album, Regatta de Blanc, has achieved gold status in Belgium and France and has gone platinum in Australia and Canada, double platinum in Holland, and triple platinum in England. The album has also achieved #1 status in the U.K., Holland and Portugal. Recent Police singles, "Message In A Bottle" and "Walking On The Moon" have achieved gold status in the U.K., and Holland.

The debut album by The Police, Outlandos d' Amour, has gone gold in Belgium, Canada, and Australia, platinum in the U.K. and Holland.

The band has also been honored with numerous international honors, including being named Best Band of 1979 in the Prix de la Rock Critique in France. The Readers' Poll of the U.K.'s Record Mirror named The Police Best Band of the Year, and Regatta de Blanc #1 Best Album of the Year. The Evening News Readers' Poll also named The Police the #1 Best Group of 1979, and the band's lead vocalist, Sting, Best Singer of the Year. The New Musical Express has also named Sting Best Male Singer. In the U.S., in Rolling Stone's 1979 Critics' Poll, The Police were named Best New Artist. Australia's Ram Magazine named The Police the Best New Group, reflecting the platinum status of Regatta de Blanc down under.