

FOR IMMEDIATE RELEASE

**HERB ALPERT JOINS CREAM OF REMIXER CROP FOR *REWHIPPED*; COOL REMIX DISC
REVISITS BEST-SELLING 1965 CLASSIC**

On March 7th Shout! Factory Releases Reinvention of *Whipped Cream & Other Delights*.

Featuring Ozomatli, Thievery Corporation, Medeski Martin & Wood,
and New Trumpet Solos from Alpert

LOS ANGELES, CA — Legendary trumpeter, arranger, recording artist and music-industry trailblazer Herb Alpert has connected with a stellar crew of visionary remixers on *Rewhipped*, due March 7th on Shout! Factory. The 12-song collection serves up groovalicious takes on every track from *Whipped Cream & Other Delights*, the landmark, 4X GRAMMY®-winning 1965 LP by Herb Alpert and the Tijuana Brass that spent eight weeks at #1 when it was originally released.

Not content to merely hand off his originals for contemporary reinvention, however, Alpert has recorded tasy new trumpet solos for every track, personally revisiting each one with the passionate, signature sound for which he is renowned. The release of *Rewhipped* corresponds with Herb Alpert's March 13 induction into the Rock 'n' Roll Hall of Fame, when he'll receive a Lifetime Achievement Award along with his fellow A&M Records co-founder, Jerry Moss,

Rewhipped is the first project to remix an album in its entirety. The list of producer-mixers adding 21st-century flavor to these classic recordings includes John King of famed production team the Dust Brothers ("A Taste of Honey"), L.A.'s fiercely eclectic collective Ozomatli ("Whipped Cream," "Love Potion #9"), jazz-funk masters Medeski Martin & Wood ("El Garbanzo"), avatars of electronica Thievery Corporation ("Lemon Tree"), sample-juggling genius Mocean Worker ("Bittersweet Samba"), fêted film composers Anthony Marinelli ("Whipped Cream," "Love Potion #9," "Green Peppers," "Butterball," "Peanuts," "Lollipops and Roses") and Camara Kambon ("Ladyfingers"), and Teutonic turntablist DJ Foosh ("Tangerine").

Whipped Cream's sexy blend of jazz, pop, salsa, bossa nova and Dixieland set a new standard for stylish instrumental music and the all-time classic album continues to influence artists 40 years post-release. *Rewhipped* not only underscores Alpert's impact on the development of electronic music and remixing—his inventive use of overdubbed trumpet parts has been widely copied—it also stretches the original's global sensibilities, adding slinky breakbeats and unexpected arrangements, among other sonic innovations. GRAMMY winners Ozomatli took the remix idea to the extreme by providing a spicy vocal track to the previously instrumental "Love Potion #9."

Boasting contributions from drummer Hal Blaine and pianist Leon Russell and loosely based on a theme of delectable edibles, *Whipped Cream & Other Delights* (reissued by Shout! Factory in 2005 as part of the Herb Alpert Signature Series) spent eight weeks at #1 and more than a year in the Top 10, eventually logging nearly three years in the Top 40. "A Taste of Honey" was a Top 10 single and snagged "Record Of The Year," one of the album's four GRAMMY Awards. For his part, Alpert has sold more than 75 million records worldwide.

Whipped Cream's provocative cover, meanwhile – depicting a voluptuous model named Dolores Erickson wearing nothing but whipped cream – became an essential tableau of the era. The artwork for *Rewhipped* salutes this trailblazing iconography with a beguiling shot of cream-clad *Guess* girl Bree Condon.

In 1965, *Whipped Cream & Other Delights* was as cool as it got. Four decades later, *Rewhipped* cruises the cultural cutting edge courtesy of today's hippest remixers. Take it for a spin and get *swanky*.

About Shout! Factory:

Shout! Factory is a diversified entertainment company devoted to producing, uncovering and revitalizing the very best of pop culture. Founders Richard Foos, Bob Emmer and Garson Foos have spent their careers sharing their music, television and film faves with discerning consumers the world over. Shout! Factory's DVD offerings serve up classic, contemporary and cult TV series, riveting sports programs, live music, animation and documentaries in lavish packages crammed with extras. The company's audio catalogue boasts GRAMMY®-nominated boxed sets, new releases from storied artists, lovingly assembled album reissues and indispensable "best of" compilations. These riches are the result of a creative acquisitions mandate that has established the company as a hotbed of cultural preservation and commercial reinvention. Shout! Factory is

based in Santa Monica, Calif. Its fine products are distributed by Sony BMG Music Entertainment Inc. For more on Shout! Factory, visit www.shoutfactory.com.

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VARIOUS ARTISTS: WHIPPED CREAM & OTHER DELIGHTS REWHIPPED

Catalog Number: DK 97641

Suggested Retail Price: \$18.98

Release Date: March 7, 2006

TRACK LISTING

1. Whipped Cream, Anthony Marinelli Remix Featuring Ozomatli
2. A Taste of Honey, John King Remix
3. Green Peppers, Anthony Marinelli Remix
4. Ladyfingers, Camara Kambon Remix
5. Love Potion #9, Anthony Marinelli Remix Featuring Ozomatli
6. Peanuts, Anthony Marinelli Remix
7. Tangerine, DJ Foosh Remix
8. El Garbanzo, Medeski, Martin & Wood Remix
9. Lemon Tree, Thievery Corporation Remix
10. Lollipops and Roses, Anthony Marinelli Remix
11. Bittersweet Samba, Mocean Worker Remix
12. Butterball, Anthony Marinelli Remix