

Herb Alpert's "Rise" and The Notorious B.I.G.'s "Hypnotize"



LOS ANGELES , CA â€” Shout! Factory, in partnership with music legend Herb Alpert, expands the label's historic Herb Alpert Signature Series reissue program with the fully restored and remastered release of Alpert's disco-infused 1979 masterpiece, RISE.

Alpert's artistic comeback started with the release of "Rise," a down-tempo dance single departing from Alpert's signature Tijuana Brass sound. It climbed to number one on the Billboard charts and became the biggest hit of his career. Met with such success, Alpert and his recording team created an entire album around the new, laidback disco sounds of the single and RISE â€” the album â€” was born, topping the charts and revitalizing Alpert's already decades-long career.

Every album in the Herb Alpert Signature Series has been meticulously remastered under Alpert's personal supervision, and the expanded CD booklets include new liner notes with reflections from Alpert himself. The 11 previous releases in the series include Whipped Cream & Other Delights, The Lonely Bull, Going Places, rarities collection Lost Treasures and many more. RISE joins the Herb Alpert Signature Series on CD May 29, 2007 with two previously unreleased tracks, for the suggested list price of \$13.98.

Herb Alpert and Jerry Moss, co-founders of A&M Records, will be honored with the President's Merit Award by the National

Academy of Recording Arts & Sciences for their contributions to popular music. The ceremony will take place at a post-Grammy® reception on February 11, 2006 at the Los Angeles Convention Center .

ABOUT HERB ALPERT

Herb Alpert's celebrated career in music began over four decades ago, with early and extraordinary successes including his 1958 co-write, with Lou Adler and Sam Cooke, of the evergreen hit "Wonderful World." Today, 75 million+ in record sales down the road, Alpert's versatile talent is legendary. His myriad credits encompass triumphs as a superstar trumpeter and bandleader, label founder, producer, composer, arranger and vocalist; the latter, most notably for his 1968 #1 single with the now-classic track "This Guy's In Love With You," which was also the first #1 hit for the songwriting team of Burt Bacharach and Hal David. Among Alpert's many music awards garnered over the years are seven GRAMMYs®, including Record of the Year/Best Instrumental Performance (Non-Jazz) for the '65 Herb Alpert & The Tijuana Brass smash "A Taste Of Honey," as well as Best Pop Instrumental Performance wins for the 1966 TJB hit "What Now My Love" and Herb's 1979 solo masterpiece "Rise." Alpert has also been honored with the prized GRAMMY Trustees Award for Lifetime Achievement, which he and longtime music business partner Jerry Moss received jointly in 1997.

In 1962, Alpert and Moss co-founded A&M Records, long the world's leading and largest independently owned record label. The company was revered internationally for its artist-driven agenda, and acts that over several decades included The Police, Sting, Janet Jackson, Joe Jackson, The Brothers Johnson, Joe Cocker, Bryan Adams, Soundgarden, Supertramp,, Sergio Mendes and Brasil 66, Cat Stevens, The Carpenters, Sheryl Crow, Barry White and Quincy Jones.

In many ways, though, in addition to being one of its founding fathers, Alpert was A&M's signature artist. Immediately

after forming the label, he introduced the Tijuana Brass phenomenon, which propelled him, and the A&M name, to global fame. By putting the trumpet out front, Alpert revolutionized the instrument as a pop radio staple with a trademark sound fusing Latin influences, Jazz instincts, and unerring pop sensibilities.

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