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**THE RECORDING ACADEMY® TO HONOR MUSIC WORLD LEGENDS AND A&M RECORDS  
CO-FOUNDERS HERB ALPERT AND JERRY MOSS AT THE 2007 GRAMMY® SALUTE TO  
INDUSTRY ICONS™ ON FEB. 11 IMMEDIATELY FOLLOWING THE AWARDS**

**ALPERT'S LEGENDARY, CHART-TOPPING, GRAMMY-WINNING 1979 ALBUM *RISE TO BE  
REISSUED MAY 29 IN EXPANDED & REMASTERED FORM AS PART OF  
SHOUT! FACTORY'S ACCLAIMED *HERB ALPERT SIGNATURE SERIES****

**Additional Alpert reissues hit iTunes Feb. 6; box set due later this year!**

**Los Angeles, CA, January XX, 2007:** When **Herb Alpert** and **Jerry Moss** started what would become **A&M Records** in a **Los Angeles** garage in **1962**, they couldn't have predicted it would evolve into the world's largest independently-owned record company, set new standards for artist development and change the face of contemporary music itself. On **February 11, The Recording Academy®** will recognize the vast artistic and entrepreneurial talents, passion and expansive vision that made those rare accomplishments possible when the duo is honored at the annual **GRAMMY® Salute To Industry Icons™** event. Featuring a presentation of the **President's Merit Award** – by **President Neil Portnow** – to **Alpert** and **Moss** in honor of their contributions to popular music, the reception will be held at the **Los Angeles Convention Center** immediately following the **49<sup>th</sup> Annual GRAMMY Awards**.

**Alpert** and **Moss** led **A&M Records** for over three decades, serving as executives signing new acts, songwriters, producers and, in **Alpert's** case, as an artist. **Herb Alpert & The Tijuana Brass' *The Lonely Bull*** was **A&M's** debut release – both the album and single went **Top 10** and one of pop music's most legendary acts – and labels – was born. Under **Herb** and **Jerry's** guidance, **A&M Records** went on to launch and develop the careers of other artists including Bryan Adams, Burt Bacharach, the Carpenters, Sheryl Crow, Peter Frampton, Amy Grant, Janet Jackson, Joe Jackson, Quincy Jones, Carole King, Sergio Mendes, the Police, Iggy Pop, Billy Preston, Soundgarden, Cat Stevens, Sting, Styx, Supertramp, Suzanne Vega and Barry White. In **1997, The Recording Academy** paid tribute to **Alpert** and **Moss'** legacy with the **GRAMMY Trustees Award**, one of **NARAS'** highest honors for significant contributions to the field of recording outside of performing. In **2006**, the duo also became recipients of the **Rock and Roll Hall of Fame's** prestigious **Lifetime Achievement Award** in the non-performing category.

In addition to the **GRAMMY® Salute To Industry Icons** and **Trustees Award** honors, **Herb Alpert** has earned **six GRAMMYS** as a recording artist/performer, beginning with a trio of awards for the **1965 Brass** hit "**A Taste Of Honey,**" including **Record of the Year**. Most recently, as a post-TJB solo artist, he received a **Best Pop Instrumental Performance GRAMMY** for his **1979 #1 Pop/#4 Black/#1 AC** single "**Rise,**" a down-tempo dance smash marking **Alpert's** return – almost two decades into his career – to the top of the charts and the forefront of the pop culture landscape.

The also chart-topping *album Rise*, a disco-inflected masterpiece that's an **Alpert** career highlight, has just been fully restored, expanded and remastered for a forthcoming release on **May 29** as the latest addition to **Shout! Factory's *Herb Alpert Signature Series***. **Rise's** reissue will feature previously unreleased bonus tracks, deluxe packaging, new liner notes and personal reflections and remastering supervision from **Alpert** himself.

● PUBLIC RELATIONS MANAGEMENT ●

First launched in **2005**, the ***Herb Alpert Signature Series*** already includes **Whipped Cream & Other Delights**, **The Lonely Bull**, **South Of The Border**, **Going Places**, the rarities collection **Lost Treasures** and other landmark albums. The **Series'** most recent title is **2006's Whipped Cream & Other Delights Re-Whipped**, an exuberant reinvention of the **Brass' 4X GRAMMY®** winning **1965** masterpiece **Whipped Cream & Other Delights**. The first project ever to remix an album in its entirety, **Rewhipped** adds 21<sup>st</sup> century flavor to twelve classic tracks via the innovative musical reimaginings of a roster of star producer-mixers – including **John King, Ozomatli, Mocean Worker, Anthony Marinelli** and **Camara Kambon** – and brand new solo trumpet lines from **Alpert** throughout.

Additionally, to coincide with **GRAMMY** week **2007**, three more titles from the ***Herb Alpert Signature Series*** will make their **iTunes debut** on **February 6: Herb Alpert's Tijuana Brass, Vol. 2, Warm** and **The Brass Are Comin'**. **Shout! Factory** is also compiling an unprecedented **Herb Alpert retrospective box set** for release later this year.

For more information, log on to **[www.herbalpert.com](http://www.herbalpert.com)**

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