THE ANNIVERSARY COLLECTION, A 60 SONG, 3-CD SET MARKING A&M RECORDS' 50TH BIRTHDAY RELEASED TODAY

Herb Alpert and Jerry Moss to be honored by The GRAMMY Museum™ as "Icons of the Music Industry" on October 1, 2012 in Los Angeles

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(LOS ANGELES, CA) 50 years ago this year, recording artist **Herb Alpert** and promotion man **Jerry Moss**, working in Herb's garage in Los Angeles, started what would become one of the most successful record labels of all time: A&M Records.

Perhaps because one of its founders was an artist himself—and a hugely successful one at that—A&M Records distinguished itself as an artist-friendly label, one that would stand behind artists they believed in, album after album, until they found their voice and an audience.

Herb and Jerry's dedication to development resulted in some of the biggest superstars in music: Joe Cocker, Burt Bacharach, Procol Harum, Quincy Jones, Billy Preston, Cat Stevens, Carpenters, Peter Frampton, Supertramp, Jeffrey Osborne, Styx, Bryan Adams, Joe Jackson, the Police, Sting, Janet Jackson, Suzanne Vega, Sheryl Crow, Soundgarden, and many others.

To celebrate the half-century mark, A&M and UMe released today <u>The Anniversary Collection</u>, a 60-track 3 CD set of music hand-curated by Alpert & Moss, illustrating the potent effect that the legendary label is still has on contemporary popular music.

In addition to the special CD set, the duo of Alpert & Moss will be honored by The GRAMMY Museum™ who has planned a special "Icons of the Music Industry" event in Los Angeles on Monday, October 1. The evening's program will feature a Q&A with Herb and Jerry by the museum's Executive Director, Bob Santelli.

Ticket information and more details will be available shortly on the Museum's website, http://www.grammymuseum.org/.



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