



FOR IMMEDIATE RELEASE

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**FIRST EVER GREY GOOSE MUSIC TOUR
JUMP'N OFF 9.17.02**

(New Rochelle, NY) – Grey Goose Vodka, the world’s best tasting vodka, is shaking and stirring its way into the world of hip-hop by sponsoring the first-ever **Grey Goose Music Tour**. Produced and promoted by Clear Channel Entertainment, a leading producer and marketer of live entertainment events, the Tour jumps off in New York City on September 17, 2002.

The twenty-city national Tour features **Bone Thugs N’ Harmony, 8Ball & MJG, Lil John & the East Side Boyz, Lady May, and Now City**.

The Tour is a tribute to the many hip-hop performers and fans who have embraced the top-shelf Grey Goose Vodka. Some have made it a part of their music, including 8Ball who sings its praises in “Stop Playin’ Games” from his recent solo album *Almost Famous*. In it, 8Ball demands, “Give me that Grey Goose and put that yak back.”

“The hip-hop crowd is so enthusiastic about Grey Goose Vodka that we can’t help but be excited about the music and the many talented acts,” says Lee Einsidler, Executive Vice President of Sales & Marketing for Sidney Frank Importing Co., Inc., the importer of Grey Goose Vodka. “For the Tour, we chose a diverse mix of hip-hop performers that we know will play well off of each other. It’s going to be a great Tour.”

Multi-platinum Epic artists Bone Thugs N’ Harmony’s upcoming album, *Thug World Order*, will be released on October 1 and features the hit single, “Get Up & Get It” with 3LW and Felicia. *Thug World Order* is the Cleveland rap group’s fifth studio album, and total sales of their previous material surpass \$20 million worldwide. Bone Thugs N’ Harmony are responsible for pioneering the popular rapid fire, melodic rap sound.

8Ball & MJG, Bad Boy’s multi-platinum artists, have been called “the most innovative and talented rappers in the game” (2000 interview with DJ Quik). Successful as a duo, the two have also produced amazing solo efforts, including 8Ball’s latest *Almost Famous*. The Tennessee natives have recorded with P. Diddy, Redman, Goodie Mob, E-40, Busta Rhymes, Mystikal, and many others.

(more)

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BME/ TVT recording artists, Lil John & the East Side Boyz, with their riot-inciting anthems, are the self-proclaimed “Kings of Crunk.” Their last album went gold, and the Tour coincides with the release of their second album with TVT, *Kings of Crunk*. Up-and-coming, critically acclaimed Arista recording artist, Lady May, was recently hailed by *Rolling Stone* as one of the hottest acts to watch. The sexy, sultry NY native’s debut album, *May Day*, is already a critical and commercial success. Ski of North Carolina’s new act, Now City, has worked with Jay-Z, Notorious B.I.G., Fat Joe, and Foxy Brown. Now City’s laid-back sound rounds out the eclectic feel of the Tour.

The Grey Goose Vodka Music Tour gets going in New York City at B.B. King’s Blues Club & Grill on September 17th and finishes up in Miami at Level on October 14th.

| <u>DATE</u> | <u>DAY</u> | <u>CITY/STATE</u> | <u>VENUE</u> |
|-------------|------------|-------------------|--------------------------------|
| Sept. 17 | Tuesday | New York, NY | B.B. King’s Blues Club & Grill |
| Sept. 18 | Wednesday | Boston, MA | Avalon |
| Sept. 19 | Thursday | Philadelphia, PA | Theatre of Living Arts |
| Sept. 20 | Friday | Washington, DC | 2K9 |
| Sept. 22 | Sunday | Charlotte, NC | Club 2000 |
| Sept. 25 | Wednesday | Indianapolis, IN | Egyptian Room |
| Sept. 26 | Thursday | Detroit, MI | St. Andrews Hall |
| Sept. 27 | Friday | Cleveland, OH | The Odeon |
| Sept. 28 | Saturday | Chicago, IL | House of Blues |
| Sept. 29 | Sunday | Minneapolis, MN | The Quest |
| Oct. 3 | Thursday | St. Louis, MO | Pageant |
| Oct. 4 | Friday | Nashville, TN | Outer Limits |
| Oct. 5 | Saturday | Memphis, TN | Denim and Diamonds |
| Oct. 6 | Sunday | Mobile, AL | Static City |
| Oct. 9 | Wednesday | Houston, TX | Verizon Theatre |
| Oct. 10 | Thursday | New Orleans, LA | Howlin Wolf |
| Oct. 11 | Friday | Birmingham, AL | Five Points |
| Oct. 12 | Saturday | Atlanta, GA | Roxy Theatre |
| Oct. 13 | Sunday | Tampa, FL | Masquerade |
| Oct. 14 | Monday | Miami, FL | Level |

About Grey Goose Vodka

Imported from France and made with mineral water and a selection of choice grain, Grey Goose Vodka is the best tasting vodka in the world as judged by the Beverage Testing Institute. Introduced in 1997, Grey Goose Vodka is now the top-selling ultra-premium vodka in the country. Grey Goose Vodka, Grey Goose L’Orange, and Grey Goose Le Citron are 40% alcohol/ volume and are imported by Sidney Frank Importing Co., Inc. of New Rochelle, NY. For more information, visit www.greygoosevodka.com.

About Clear Channel Entertainment

Clear Channel Entertainment, a leading producer and marketer of live entertainment events, is a subsidiary of Clear Channel Worldwide (NYSE: CCU), a global leader in the out-of-home advertising industry. Clear Channel Entertainment currently owns, operates and/or exclusively books approximately 135 live entertainment venues, including more than 100 in North America and 30 in Europe. In 2001, more than 66 million people attended approximately 26,000 events promoted and/or produced by the company, including: Live music events; Broadway, West End and touring theatrical shows; family entertainment shows; and specialized sports and motor sports events. The company, which operates throughout North America, Europe, South America and Australia, also owns independently operated athlete representation businesses, which provide management, marketing and financial consulting services to many of the world’s top professional athletes. More information may be found by visiting www.cc.com and www.clearchannel.com.

