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“THE HEROES OF WOODSTOCK”

*Hit the road! ... The Officially Licensed
Touring Commemorative of the 1969
Woodstock Music & Arts Festival plays
to rave reviews!*

*Website with Warner Home Video &
Rhino tie-ins launches free historic
show download!*

*Lowell, MA, Aug. 16 commemorative 40th Anniversary of
Woodstock show added at Tsongas Arena!*

Los Angeles, CA (June 21, 2009) — “**THE HEROES OF WOODSTOCK**” hit the road June 12, opening this year’s San Diego County Fair at Del Mar Farorgrounds. The two-hour, thirty-minute performance wowed the crowd as **Jefferson Starship** performed songs from Jefferson Airplane’s “Woodstock” set, **Canned Heat** cooked with the special addition of “Woodstock” alumni Harvey Mandel & Larry Taylor to Fito de la Parras’s iconic grooves, **Big Brother & The Holding Co.** channeled former bandmate, the late Janis Joplin, and Grateful Dead alumnus **Tom Constanten** snuck in a Garcia chestnut. **Country Joe McDonald** hosted, as he will throughout the year as the tour continues on with the addition of legendary British blues rockers and “Woodstock” alumnus **Ten Years After** in August. **Edgar Winter, John Sebastian** and “Summer of Love’s” **Quicksilver Messenger Service** appear on select dates.

“San Diego was great!” observes longtime Canned Heat manager and tour co-producer Skip Taylor, “but our guys have a lot more music than can be contained in a couple of hours.” “Most of the shows let us run close to full sets,” adds Big Brother manager and tour co-producer Tim Murphy. “Besides, **Ten Years After** can play longer than that by themselves and with one hand tied behind their backs,” quips Murphy.

Last month, the web site: www.theheroesofwoodstock.com launched, coinciding with promotional collaborations by Warner Home Video, (whose own “Woodstock: 3 Days of Peace & Music Directors Cut 40th Anniversary Ultimate Collectors’ Edition” on Blu-Ray & DVD was released a short time ago to worldwide acclaim) & Rhino Entertainment (releasing “Woodstock: Music From The Original Soundtrack & More” and “Woodstock Two”).

In all, eleven original performers from the most important event in rock music history are joined together to tour in celebration of and tribute to “The Original Three Days of Peace & Music” that occurred at Yasgur’s Farm in Bethel, NY in August 1969. Under license from Woodstock Ventures LC, “HOW” will perform 40 dates in the U.S. and around the world.

The tour pays further homage to the original festival as every ticket purchaser shall be given *the free soundboard download of the performance* they actually attend. “This is the first major tour in rock history to give the music away for free in this manner” boasts Voiceprint UK’s Rob Ayling who helped mastermind the download component.

With strong advance ticket sales, the “HOW” website launch, the aforementioned releases & the Ang Lee film coming in August, excitement and press interest is already building to a groundswell.

San Diego, CA/ San Diego County Fair @ Del Mar Fairgrounds (w/MELANIE)
Waukegan, IL/ Genesee Theatre (w/QUICKSILVER MESSENGER SERVICE)
Mt. Pleasant, MI/ Soaring Eagle Resort & Casino (w/JOHN SEBASTIAN)
Kettering, OH/ Frazee Pavilion (w/JOHN SEBASTIAN)
Livermore, ME/ Barnyard Racetrack
NY, NY/ Nokia Theatre @ Times Square
Westbury, NY/ Capital One Bank Theatre
Mashantucket, CT/ MGM Grand @ Foxwoods
Bethel, NY/ Bethel Woods Center For The Arts *40th Anniversary of Woodstock*****
Lowell, MA/ Tsongas Arena *40th Anniversary of Woodstock*****
Philadelphia, PA/ Mann Music Center
Ft. Worth, TX/ Bass Hall (w/EDGAR WINTER GROUP)
Winthrop, WA/ Blues Ranch
Los Angeles, CA/ The Greek Theatre
Saratoga, CA/ The Mountain Winery
Sausalito, CA/ Sausalito Arts Festival (w/QUICKSILVER MESSENGER SERVICE)
Coachella, CA/ Spotlight 29 Casino

FOR ADDITIONAL INFORMATION ...

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