

## **A&M RECORDS CELEBRATES 50<sup>TH</sup> ANNIVERSARY**

It's an archetypal story of the modern record business – two guys with a dream running their nascent label out of a West Hollywood garage in the summer of 1962. The label quickly gains momentum and eventually becomes one of the most important record companies the world has ever seen.

The two guys were Herb Alpert and Jerry Moss, the “A” and the “M” in A&M Records. By the way, it was Alpert's garage and that first hit was “The Lonely Bull,” performed by Herb Alpert & the Tijuana Brass. And this year, 2012, the two record men and UMe are celebrating the 50<sup>th</sup> Anniversary of their label.

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.

“We never thought of A&M as a place where we could make a lot of money,” says Herb Alpert reflecting on the label's genesis. “We wanted to make good records. That was our goal. We felt if we made good records there would be an audience.”

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

As iconic as the music released by A&M Records was over the last 50 years, so was the space that was home to the label for so many years: 1416 North La Brea, the former Charlie Chaplin Studios, and now home to Henson Studios. It's interesting to note that the state-of-the-art recording studio that Herb and Jerry built on that lot so many years ago is still drawing top artists from all over the world to record there.

“People hung out there,” says Moss. “You took a walk on that lot and you wouldn't believe who you would run into. It was interesting to everyone who worked there and it was a lot of fun.”

At A&M Records, Herb Alpert and Jerry Moss were able to build a haven for artistic development that rivals any record label in history. Maybe it's due, in part, to the fact that A&M was privately owned and run by its founders for the first 27 years of its existence. The environment they created helped spawn some of the most important artists in contemporary music, selling millions of albums worldwide in the process and creating a legacy that is virtually unmatched in the United States. As Sting so succinctly puts it, “We definitely felt nourished and sustained by a creative team.”

As part of the A&M Records 50<sup>th</sup> Anniversary celebration, UMe is releasing a 3-CD set of music that spans the breadth of all of those years. Curated by Alpert & Moss, the nearly 60 tracks on [THE ANNIVERSARY COLLECTION] perfectly illustrate what a potent effect the legendary label is still having on contemporary popular music.