

**FROM THE TIJUANA BRASS TO THE PRESENT, DEFINITIVE HITS COLLECTS 20 OF FAMED TRUMPETER HERB ALPERT'S MOST POPULAR RECORDINGS**

One of the most successful instrumental performers in pop history, Herb Alpert has stamped his trumpet's mark on music since the '60s. Now, **Herb Alpert: Definitive Hits** (A&M/UME), released March 27, 2001, brings together 20 of his greatest hits, each digitally remastered from the original master tapes.

With the compilation co-produced by Alpert and accented by his liner note anecdotes, **Definitive Hits** offers a concise retrospective of his musical career, including tracks from eight of his platinum albums of the '60s with The Tijuana Brass, his '70s Rise comeback and his '80s resurgence with the Jimmy Jam/Terry Lewis produced Keep Your Eye On Me, featuring vocals by Janet Jackson.

Herb Alpert & The Tijuana Brass burst into the arena with the Top 10 "The Lonely Bull," the first release from A&M Records, the label he formed with Jerry Moss in 1962. Its Latin flavor (dubbed "Ameriachi") and visual force would color the group's music from "Mexican Shuffle" (the theme song for the Clark's Teaberry Gum television commercials), "Spanish Flea" and "Tijuana Taxi" to "A Taste Of Honey," which won 1965 Grammys for Record of the Year and Best Pop Arrangement.

"A Taste Of Honey," along with "Whipped Cream" and "Lollipops And Roses," appeared on Whipped Cream & Other Delights, whose famous cover featured a beautiful woman wearing nothing but whipped cream. Alpert's first #1 album, it was followed by the #1 Going Places, which included his hit rendition of "Zorba The Greek." 1966's What Now My Love then

remained at #1 for nine weeks, boosted by the title track and “So What’s New?” The streak continued with S.R.O., with Alpert’s take on jazz trumpeter Nat Adderley’s “The Work Song.”

After Sounds Like, with Burt Bacharach and Hal David’s “Casino Royale,” in 1968 he scored his first #1 single with a rare vocal turn on Bacharach/David’s “This Guy’s In Love With You.” The single went gold and The Beat Of The Brass became Alpert’s fifth #1 album. He would have another #1 single in 1979 with the gold “Rise,” from the 1979 platinum album of the same name, which also included “Rotation.” “Rise” was also #1 R&B and won a Grammy for Best Instrumental. He returned to a Latin flavor with 1982’s “Route 101,” from Fandango.

In 1987, Alpert enjoyed yet another renaissance with the Jimmy Jam/Terry Lewis production Keep Your Eye On Me, whose Top 5 “Diamonds” starred vocals by A&M superstar Janet Jackson. The gold album’s instrumental title track is also included on **Definitive Hits**.

The definition of Alpert’s success put simply in the liner notes: “I’ve always felt that if a song was fun to play, it would be fun to listen to.” Herb Alpert has had a lot of fun playing.

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[www.herbalpert.com](http://www.herbalpert.com) [www.amrecords.com](http://www.amrecords.com)

Herb is available for a limited number of interviews.

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