

**SHOUT! FACTORY CONTINUES THE  
HERB ALPERT SIGNATURE SERIES  
WITH THREE '60s CHART-TOPPING ALBUMS**

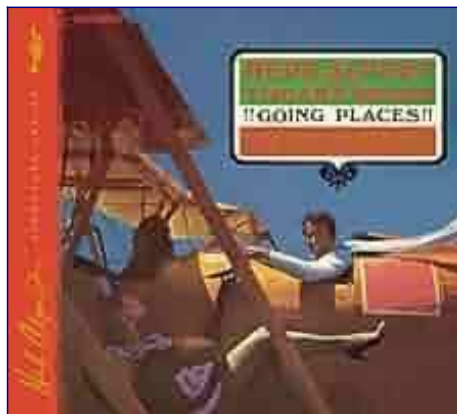
**GOING PLACES**

**WHAT NOW MY LOVE?**

**S · R · O**

IN STORES JUNE 7TH

LOS ANGELES, CA --- In 1966, four albums - that's right, four different albums - from Herb Alpert and the Tijuana Brass hit the Top 10, setting an astounding record that still stands to this very day. On the heels of their iconic Whipped Cream & Other Delights (originally released in 1965) followed a trio of hits in rapid succession, pushing Alpert's album sales ahead of every other artist that decade, including The Beatles. On June 7th, these three albums, Going Places, What Now My Love and SRO, will be reissued via Shout! Factory's Herb Alpert Signature Series.



Manufactured and distributed by [Shout! Factory](#)

Going Places had the daunting task of following the success of Alpert's notorious Whipped Cream & Other Delights (reissued on April 19th) in 1965. But apprehension was short-lived and the album validated its own title by sticking out six weeks at #1. Going Places revisited the Tijuana Brass' love of mariachi and all things Mexican with songs like "Tijuana Taxi," "Felicia" and "Cinco de Mayo," but also had a little fun incorporating sounds from other corners of the world including their exuberant "Zorba the Greek." The album's "Spanish Flea" became the highly recognizable bachelor's theme on television's "The Dating Game." In 1966, What Now My Love held the #1 spot for nine weeks, longer than any of Alpert's other albums. The band expanded their repertoire to include Broadway show tunes and songs from recent films including "If I Was A Rich Man" (from Fiddler On The Roof) and "The Shadow Of Your Smile" (the love theme from the film The Sandpiper). Later that year, Alpert released SRO, his fourth album to sit in the Top 10 in 1966. SRO found the band experimenting more with classic pop, from the Burt Bacharach/Hal David-penned "Don't Go Breaking My Heart" to "Our Day Will Come." And for the first time, Alpert's jazz flair took center stage on songs like "The Work Song" and "Flamingo."



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Alpert went on to sell over 75 million albums, win six Grammy® Awards, and built the legendary A&M Records (home to Sheryl Crow, Sting, Janet Jackson and The Carpenters). In total, Alpert has released over 30 albums, fourteen certified platinum, fifteen gold, and five #1 hit singles. Earlier this year, he partnered with Shout! Factory to create The Herb Alpert Signature Series, dedicated to remastering and reissuing the iconic recordings he made with the Tijuana Brass. Thus far, the series has released The Lonely Bull, South Of The Border, Whipped Cream & Other Delights and Lost Treasures, a compilation of rare and previously unreleased songs.



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About Shout! Factory:

Shout! Factory is a broad-based audio and home video entertainment company whose cofounders - Richard Foos, Bob Emmer and Garson Foos - share a passion for pop culture of the 20th century and beyond. Video and DVD projects include television programming spanning 75 years, live music concerts, animation and sports collections and special interest documentaries. Audio products from Shout! Factory consist of GRAMMY®-nominated box sets, anthologies and "best of" collections, as well as new music, soundtrack releases, deluxe album reissues and quirky compilations. Shout! Factory's catalog features vintage and legendary performances from some of the greatest - and most eccentric - artists of our time. Shout! Factory titles are distributed by Sony BMG Music Entertainment. [www.shoutfactory.com](http://www.shoutfactory.com)

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