

Hello!

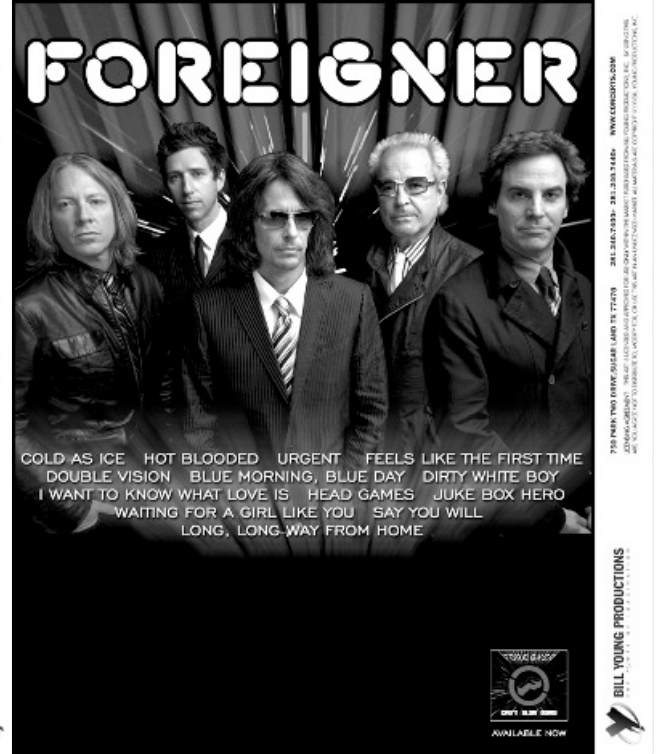
John Lappen here with Foreigner's management team in Los Angeles. I'm writing to introduce myself and to let you know that I am your marketing and promotional contact for Foreigner.

The Foreigner promotional mantra is this:

## **THE BRAND IS THE SONG TITLES**

Research has shown that the potential audience for Foreigner recognizes the song titles more than the name of the band. The hits were huge, and there were a lot of them!

Always mention the songs in conjunction with the band's name in any and all promotion that you do. Two typical ad mats are attached, and these are available for your use.



I will be happy to assist you with any marketing, promo, and tour press needs for your event. I also co-ordinate our successful charity initiatives, so please contact me to discuss.

Please let me know if I can help with any contests or other promotions that will bring focus to the singles, the album and your event.

Classic Rock airplay continues to be strong and the band currently resides at 15 on the Classic Rock radio airplay chart, receiving more airplay than U2, Bon Jovi and Tom Petty. (Source: Broadcast Data Systems)

Recent National TV appearances have included George Lopez, Conan O'Brien, and NBC's ice skating special 'Improv-Ice". The band also made an NFL appearance at The Chargers home game in San Diego on December 16th.

Can't Slow Down' is Foreigner's latest release and sales continue to be very solid. The CD/DVD package was released in the fourth quarter of 2009 and has outsold albums by other Classic Rock artists who released new albums since that date including Heart, Eric Clapton, Jeff Beck and Steve Miller. Foreigner's catalog sales continue to exceed expectations and in the week following their successful appearance at the NASCAR Sprint Cup in Atlanta over the Labor Day weekend, outsold those of Aerosmith and Tom Petty.

Foreigner's 2010 schedule included United In Rock, a 35-date US amphitheater tour with Styx and Kansas that was undoubtedly the success of the early summer. The tour featured a contest promotion with VH1 Save The Music Foundation that gave participating high school choirs and Glee clubs the opportunity to win the chance to perform live on stage with Foreigner. Foreigner donated \$1000.00 to the music program of each winning high school. More information on this unique contest promotion is included below.

Sample TV and radio spots for Foreigner may be accessed from the link below. These spots illustrate the high quality of work available from our creative team at Bill Young Productions.

There is also an ad mat available for the band's Unplugged shows.

Please contact Allison Lineberry at Bill Young Productions to discuss a specific TV and/or radio spot, and ad mats for your upcoming Foreigner date. Allison's email is [alineberry@concerts.com](mailto:alineberry@concerts.com) and her phone no. is 281 240-7400.

<http://www.concerts.com/tour/TourDetail.aspx?pkTour=2150>

Foreigner band members are very proactive and embrace all radio and other media interview opportunities that will help the show. I will arrange these opportunities for you. All you have to do is point me in the right direction by providing me with your local contacts. I will contact you to get radio and media contacts from you.

Please review the following "Foreigner Facts". They are useful for your electronic mailing list and media outlets as they contain information that often gets overlooked:

## Foreigner Facts

**Foreigner has sixteen Top 30 hits. They are:**

**I Want To Know What Love Is 1**  
**Waiting For A Girl Like You 2**  
**Double Vision 2**  
**Hot Blooded 3**  
**Urgent 4**  
**Feels Like The First Time 4**  
**I Don't Want To Live Without You 5**  
**Say You Will 6**  
**Cold As Ice 6**  
**That Was Yesterday 12**  
**Dirty White Boy 12**  
**Head Games 14**  
**Blue Morning, Blue Day 15**  
**Long, Long Way From Home 20**  
**Juke Box Hero 26**  
**Break It Up 26**

**The band is consistently in the Top 15 at Classic Rock Radio. As a result of the depth of the catalogue, the band gets more airplay at this important format than, Tom Petty, Bon Jovi, Eric Clapton, Fleetwood Mac, Def Leppard, U2, Bruce Springsteen, Tina Turner and most of its peers.**

**Foreigner '4' spent more weeks on the Billboard chart at No. 1 than any album by AC/DC, Led Zeppelin, U2, The Who, The Rolling Stones, Genesis, Phil Collins, Eric Clapton and any artist in Atlantic Records' 60 year history.**

**Foreigner has 9 Top 10 hits (that's just one less than The Eagles, as many as Fleetwood Mac, and more than Journey, Crosby, Stills and Nash, ZZ Top, Bad Company, The Steve Miller Band, Alice Cooper, Genesis, Def Leppard, David Bowie, Bob Dylan, Robert Plant and a whole lot more).**

**Their hit single, 'Waiting For A Girl Like You' was No. 2 on the singles chart for a total of 14 weeks. This is a record in the history of Billboard magazine. It helped drive Foreigner to No. 49 on Billboard's Hot 100 All Time Top Artists Chart. To put that in perspective, The Eagles are No. 54, Fleetwood Mac are No. 73 and Aerosmith are No. 90.**

**Foreigner's leader and founder, Mick Jones, wrote the band's No. 1 worldwide hit 'I Want To Know What Love Is', which was the first single released from Mariah Carey's latest album. He also wrote or co-wrote every Foreigner song and produced or co-produced every album. He produced Billy Joel's 'Storm Front' and Van Halen's '5150', the career best selling albums of both artists, and he has written**

songs with artists as diverse as Ozzy Osbourne and Eric Clapton, with whom he wrote 'Bad Love'. Eric received a Grammy for that one!

Foreigner music has been performed in concert and recorded by artists that cover the whole spectrum of popular music. Phish, Daughtry, Julio Iglesias, Mariah Carey and Wynonna Judd have all played Foreigner songs for their legions of fans.

Please use the following link to access Foreigner audio and visual materials including approved photos, bio, video and Foreigner live tracks that we'd like radio stations to download and play on-air:

<http://www.musicmarketingtools.com/artist/Foreigner>

The link above will make available to you approved high-resolution photos, logos, a bio, and song snippets of several Foreigner classics. Please use this link for Foreigner approved photos. These are the **only** photos that we allow to be used. This link also includes a Foreigner EPK for your use.

Also in the above link, you will find a short introduction to Foreigner in the section labeled EPK that is useful for sending to media outlets, your electronic mailing list, and for playing on your venue TV monitors.

Management insists on reserving the right to have final approval on any press releases that are written by outside sources to ensure that the release is accurate and factual. We appreciate your understanding.

Todd Goldstein, our production manager, coordinates all Foreigner production needs. Todd's contact information is 917 545 7359 and [trod410@aol.com](mailto:trod410@aol.com)

Robin Irvine is the tour manager, 914 645 2400 and [foreigner2010@irbb.net](mailto:foreigner2010@irbb.net). Comp tickets and passes are to be advanced with Robin prior to the on-sale date. Our tour coordinator is Merrie Hart, 818 585 9431, [h2hmgt@aol.com](mailto:h2hmgt@aol.com). Merrie is responsible for any business affairs details. I co-ordinate our VIP meet and greets. Please contact me for more information.

Foreigner's website is [www.foreigneronline.com](http://www.foreigneronline.com) and is supervised by Michele Bourgerie at [Irsmusic@aol.com](mailto:Irsmusic@aol.com). Please contact Michele to request the posting of any news or other content additions you feel will help your show.

Foreigner's record label is Rhino Records. Under most circumstances I will deal with them on your behalf. Our contact is Michael Kachko at [Michael.Kachko@rhino.com](mailto:Michael.Kachko@rhino.com)

I am available to assist you with any of your marketing and promo needs, along with all information on our successful charity events, so please feel free to contact me at any time.

Sincerely,

John Lappen  
Promotion & Marketing Director  
818 203-2681  
[jlappen@earthlink.net](mailto:jlappen@earthlink.net)

## **MORE IMPORTANT INFORMATION – PLEASE READ:**

In conjunction with all of our upcoming dates, we want to bring to your attention the work that Foreigner does to help music education in the public school system. The band will donate \$1,000 to an area high school choir or Glee Club for their music program.

I'd like to discuss with you the opportunity for you to select a high school choir in your area that would be interested in performing onstage with the band. We can usually accommodate up to 20 choir members. We can either co-ordinate a contest to pick a winning choir, or you can simply suggest a choir in your area that would be interested in being a part of this. I have been able to get choirs on local TV and get good press coverage. That helps the school and your show. In addition to the promotion that this generates, the choir family members and friends always want to come and see the kids on a big stage with Foreigner. We have no problem with offering discounted tickets for these people; all you have to do is tell me .

Foreigner is actively involved in raising money for local high school music programs. We have the choir, along with the adults who accompany

them, help us sell copies of our new three-disc set, *Can't Slow Down* for \$20.00. These sales help Foreigner fund donations to local high schools and other charities. The school whose choir performs with Foreigner will receive \$1,000 from these monies. I'm sending an attachment that provides you with additional information.

The \$20.00 price for the CD set also includes a raffle ticket with each purchase that will enable one lucky individual the chance to win an autographed guitar donated and signed by Foreigner.

We would respectfully ask that the participating venue in this fundraiser waive the venue merch charges on CD sales made by the choir members. Sales at the merch stand will be accounted for in the normal way. I hope that you will join Foreigner in helping this worthwhile cause.

"As far as I'm concerned music is not only the most powerful form of communication between the peoples of the world, it provides a gateway that opens up a fantastic new dimension of feeling and creativity and anything we can do to provide our young ones with the tools to express themselves through music, is our goal in this partnership," said Foreigner's Mick Jones.

### **UPCOMING 2011 TOUR DATES:**

U.S. dates:

February 25 – Concho, OK – Lucky Star Casino  
February 26 – Newkirk, OK – First Council Casino  
March 11 – Biloxi, MS – IP Showroom, Studio A  
March 12 – Orlando, FL – Universal Orlando Resorts  
March 13 – Hollywood, FL – Seminole Hard Rock Hotel & Casino  
March 18 – Calgary, AB, Canada – Southern Alberta Jubilee Auditoriums  
March 19 – Enoch, AB, Canada – River Cree Casino  
April 15 – Cabazon, CA – Morongo Casino Pavilion  
April 29 – Henderson, NV – Green Valley Ranch Resort  
May 28 – Valdosta, GA – Wild Adventures Theme Park

Foreigner recently announced the start of its Summer 2011 touring season with a run of UK arenas with Journey. Tickets went on sale to a staggering response of blockbuster business and the following dates are substantially sold out.

June 4                      London Wembley Arena

June 5	Birmingham NIA
June 7	Newcastle Metro Radio Arena
June 8	Manchester Evening News Arena
June 9	Glasgow SECC
June 11	Dublin 02 Arena
June 12	Belfast Odyssey Arena

“The audience is finally waking up to the fact that the songs they have been listening to all their lives were actually recorded by Foreigner,” said manager Phil Carson.

“I had no idea at the beginning what **Foreigner** would become,” said founding member Jones. “Back when we started the band, I was at a crossroads in my life, whether I was going to carry on in music or get a real job. So thirty years later, I think I made the right decision by following my true passion which is making music.”

**Foreigner’s** brand of a thrilling mix of blustery blues and impeccably crafted pop continues to captivate generation after generation of music fans. Founded in 1976, **Foreigner** has sold more than 70 million albums and has experienced multi-platinum success around the world.

**Foreigner** is leader and founder Mick Jones on lead guitar, singer Kelly Hansen, rhythm guitarist Tom Gimbel, bassist Jeff Pilson, keyboardist Michael Bluestein and Jason Sutter on drums. Hansen, the lead singer, has been quoted as saying, “The best part about being in this band is getting the chance to do something I feel I was meant to do...what happens on stage with this group of guys is something that is rare and palpable. It’s like the old saying, ‘if I have to describe it, you wouldn’t understand.” Gimbel, a multi-talented musician who plays guitar, keyboards, saxophone and flute, followed up by saying, “Foreigner just seems to keep getting better. These songs still resonate beautifully. Mick is really wailin’ and Kelly is a phenomenal singer. Jason and Jeff Pilson are like a freight train. The sound is tough.” Says Jones, "It's good to be back, it doesn't get much better than this, hah.”

For more information, check out the band’s website, [www.foreigneronline.com](http://www.foreigneronline.com)

