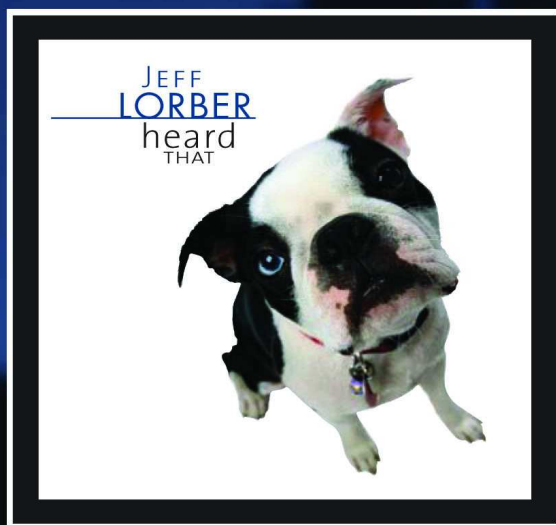


JEFF LORBER

Premiere smooth jazz artist Jeff Lorber presents *HEARD THAT*, which brings together his unique instrumental sound by fusing together strong melodies with elements of funk, R&B and jazz.

heard THAT



TRACKS:

01. **Come On Up** (5:01)
02. **Rehab** (3:17)
03. **Don't Hold Back** (4:14)
04. **You Got Something** (4:15)
05. **Gamma Rays** (5:15)
06. **Don't Stop** (4:44)
07. **The Bomb** (5:30)
08. **Take Control** (3:50)
09. **Night Sky** (4:18)
10. **Heard That** (4:57)

MARKETING HIGHLIGHTS:

A musical composer, producer and keyboard **LEGEND!**

One of the smooth jazz genre's founding fathers, and still **ONE OF ITS AL-TIME GREATEST ARTISTS!**

CD features special guests **GERALD ALBRIGHT, RICK BRAUN, PAUL JACKSON JR.** and **DAVE WECKL**

RADIO:

First single is "Rehab." Add date at the **SMOOTH AC FORMAT** was Aug. 18. First Week: **NUMBER ONE MOST ADDED!**

PRINT ADVERTISING:

2/3 page color display ads will appear in the following publications: **JAZZIZ, JAZZ TIMES** and **SMOOTH JAZZ NEWS**

LIFESTYLE MARKETING:

MOVIE TUNES: "Rehab" to play in its entirety in 14, 379 theaters
DELTA AIRLINES: Audio play for the entire month of October on all flights

NEW MEDIA:

EXTENSIVE INTERNET MARKETING CAMPAIGN will utilize primary and secondary music, entertainment and lifestyle sites to promote the album via **ALBUM REVIEWS, CONTENT PLACEMENT, INTERVIEWS, LISTENING PARTIES** and more.

TOURING:

Jeff Lorber performs on the **GUITARS AND SAXES 2008 TOUR** also featuring **GERALD ALBRIGHT, JEFF GOLUB** and **PETER WHITE.**

- | | | |
|----------|------------------------|--------------------------|
| Sept. 7 | GUERNEVILLE, CA | Johnson's Beach Resort |
| Sept. 20 | HOUSTON, TX | Verizon Wireless Theater |
| Sept. 21 | AUSTIN, TX | One World Theater |
| Oct. 24 | NEW HAVEN, CT | John Lyman Center |
| Oct. 25 | HUNTINGTON, NY | IMAC |

JEFF LORBER TOP 10 SALES MARKETS (in order):

New York, Los Angeles, Washington DC, Philadelphia, San Francisco, Detroit, Seattle, Atlanta, Baltimore, Chicago

JEFF LORBER HOME MARKET:

Los Angeles, CA

WWW.LORBER.COM
WWW.PEAKRECORDS.COM



Artist/Title: **Jeff Lorber/Heard That**

Street Date: **Sept. 30, 2008**

Order Due Date: **Sept. 10, 2008**

Notes:



Genre: **Contemporary Jazz** • Label: **Peak Records** • Price Code: **C18** • Box Lot: **30** • Packaging: **Jewel Case – 1 CD**

CD Selection Number:
PKD-30724