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EXPERIENCE HENDRIX **JIMI'S MUSIC PERFORMED IN CONCERT BY ALL-STAR LINE-UP**

St. Louis, MO/February 19, 2010 — KETC Channel 9 and Fox Concerts present **EXPERIENCE HENDRIX**, fourth edition, biennial concert tour featuring an all-star line up of music greats paying homage to the music and legacy of Jimi Hendrix at the Fabulous Fox Theatre Saturday, March 20 at 8 p.m. Tickets are on sale now and prices are \$60, \$55, \$50 and \$40 with a limited number of Gold Circle seats available. All prices are subject to change.

Featured artists who will be performing music written and inspired by Jimi Hendrix. Include some of the best known and most respected artists in contemporary rock and blues including Joe Satriani, Jonny Lang, Eric Johnson, Kenny Wayne Shepherd, Brad Whitford (of Aerosmith), Doyle Bramhall II, Ernie Isley, Living Colour, Double Trouble's Chris Layton, along with bassist Billy Cox. Cox, who first befriended Hendrix when the two were in the 101st Airborne division of the US Army. Cox played in both the Jimi Hendrix Experience and Band of Gypsys and performed with Hendrix at such landmark festivals as Woodstock and the Isle of Wight. Cox commented, "It's a thrill for me to play Jimi's music for audiences now as it was in the 1960s. The Experience Hendrix tours have shown how timeless this music really is." Joe Satriani remarked, "I finally get to pay tribute to my hero the right way, on stage with an amazing, once in a lifetime, line up of musicians!" Sacred Steel featuring Robert Randolph, Susan Tedeschi and David Hidalgo and Cesar Rosas of Los Lobos are also performing.

Various combinations of these music greats will be performing Jimi's signature songs including "Purple Haze," "Voodoo Child (Slight Return)," "The Wind Cries Mary," "Little Wing" and "Red House." As has been the case with previous Experience Hendrix tour incarnations, special guests are expected to sit in at many of the dates making the concerts all that much more memorable for both new and veteran Hendrix fans. Past special guests have included Paul Rodgers, Buddy Guy and Carlos Santana.

Kenny Wayne Shepherd, a veteran of several Experience Hendrix tours remarked, "Jimi Hendrix's music has really inspired to push the limits of my own music. He didn't observe any boundaries musically. He was an amazing player and a tremendous showman so I incorporated some of his showmanship in what I do." As far as having been part of the Experience Hendrix touring phenomenon, Shepherd noted, "It touches you on the inside and gets you fired up."

The Experience Hendrix Tour is presented by Experience Hendrix, LLC, the Hendrix family-owned company founded by James A. "Al" Hendrix, Jimi's father, entrusted with preserving and protecting the legacy of Jimi Hendrix. Earlier this year, Sony Music Entertainment's Legacy Division and Experience Hendrix entered into a worldwide catalog licensing venture to make all of Jimi's extraordinary music, including classic albums, never before heard archive recordings, and filmed concerts available through all forms of media.

Notes Experience Hendrix Tour producer John McDermott, "The line-up for this tour reflects the breadth of Jimi's ongoing influence that reaches down through the generations. The guests that have been attracted to participate are enthusiastic about the proposition of performing with their counterparts. That mindset underscores the fact that the Experience Hendrix tour is all about musical camaraderie and the recognition that Jimi Hendrix, undeniably, casts the longest shadow in the realm of great music and great musicians."

Janie Hendrix, CEO of Experience Hendrix noted, "Everyday, we see how Jimi's musical legacy continues to transcend generational and cultural boundaries. This tour is our way to give a live concert experience that reflects the genius of his unifying spirit. Part of our mission is to share Jimi's music with audiences of all ages and these tours continue to play a key role in fulfilling that vision. As my brother Jimi would say, "We want our sound to go into the soul of the audience, and see if it can awaken some little thing in their minds... Cause there are so many sleeping people."

Tickets for **EXPERIENCE HENDRIX** are on sale now at the Fox Theatre box office and all MetroTix locations. To charge by phone call MetroTix at 314/534-1111 or online at www.metrotix.com. For more information, visit www.jimihendrix.com and www.experiencehendrixtour.com.

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