

THE RANDY ROGERS BAND IN A *HEAT WAVE* **WITH MERCURY RISING!**

HOTTEST BREAK OUT BAND IN TEXAS SIGNS WITH MERCURY RECORDS.

For immediate release:

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Nashville-The sweltering media heat wave generated by the release of the Randy Rogers Band's virulent record, *RollerCoaster*, has prepared the ground for a deep-rooted career that is sure to flourish. On Saturday, August 6th, Randy Rogers and band mates Brady Black, Les Lawless, Geoffrey Hill, and Jon Richardson, walked the adrenaline highway passed the old fashioned metal sign that reads "home" hanging on the front door of Cheatham Street Warehouse in San Marcos, Texas to ink their names on a Mercury Records contract. After months of courtship between the band and the Nashville based label headed by Luke Lewis, the guys decided to solidify the relationship surrounded by the walls that first gave shelter to their music five years ago. "I was thrilled," noted Rogers. "We've been out on the road so much lately; however, Cheatham Street will always stand as our original birthplace, so it was the most comfortable place to sign."

In October 2000, RRB began their regular live outings at Cheatham Street at the coaxing of owner Kent Finlay, a fellow songwriter who had seen major acts like George Strait, Asleep At The Wheel, and Todd Snider break into the business by way of his stage, and break out onto a national platform shortly there after. The very proud music godfather was sentimental about Rogers' gesture. "That's the kind of guy he is," recalled Finlay. "He wanted to sign the contract at Cheatham Street because it meant something to him, and because he knew that it would mean something to me. I'm proud but not surprised. He is very ambitious and keeps his eye on the ball." A very supportive group was present to witness the special occasion including Finlay, a handful of peers, and Susan Narvaiz, Mayor of San Marcos, Texas.

The road leading up to Saturday's signing with Mercury Records was a long one complete with a slew of possible throughways towards major label avenues. As offers were being thrown around, the band held steady to their original goal. As Rogers recounts: "The beauty of this situation is that starting out we wanted to find a home, and working with Luke Lewis and his staff at Mercury Records was our number one main objective. Luke has the most artist friendly grasp and approach to making records. He encourages artists to come into their own instead of being pushed and forced to conform."

In August 2004, RRB released *RollerCoaster*, their second independent effort produced by Radney Foster, who through his own musical contributions, has become known as "the songwriter's songwriter." Foster will rejoin the players in Austin later this year to commence production on their major label debut to be released in 2006. Foster fondly remembers the very determined Rogers who diligently pursued him to produce early on. "The first thing I thought when I heard Randy's songs was what an unbelievably cool voice he had--like a piece of velvet that had a hard life. The songs knocked me out and I knew we had something really special." Foster's foresight proved to be dead on as national fan fare amassed shortly after the record's launch. And now with Mercury rising in both the figurative and literal sense for the Randy Rogers Band, a new sign will soon be found hanging on the front door of Cheatham Street Warehouse, as it did years ago when George Strait won ACM's Male Vocalist of the Year. The simply read "I told you so."

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