



ASIA'S ORIGINAL SUPERGROUP LINE-UP ON TOUR AS BAND'S FIRST NEW ALBUM IN 25 YEARS, 'PHOENIX,' ARRIVES IN STORES & ONLINE

APRIL 15 ALBUM RELEASE & U.S. TOUR ACCOMPANIED BY MAJOR ONLINE, RADIO & RETAIL INITIATIVES

Hollywood, California – April 9, 2008 – The acclaimed British progressive rock group ASIA is gearing up for a new album release and has kicked off a world tour, bringing the band to more than 20 U.S. cities this spring. *Phoenix*, ASIA's first studio album since 1983 with all four original members, will be released on CD and digitally on April 15 by EMI America Records in North America and on April 14 internationally by Frontiers Records. ASIA's album release and tour will be accompanied by several high-profile online, radio and retail initiatives with partners including Amazon.com, J&R Music World, Jones Radio Networks, QuickTime, SyncLive.com, VH1Classic.com, and XM Satellite Radio.

Monday, April 7: Jones Radio Networks launches a weeklong 'Fly Away to See ASIA in Las Vegas' sweepstakes across its syndicated Classic Hits format for one grand prize winner and a guest to fly to Las Vegas to attend ASIA's May 3 concert at the House Of Blues and meet the band after the show. Runners-up will win *Phoenix* on CD.

Tuesday, April 8 through Monday, April 14: VH1Classic.com's "The Leak" features *Phoenix*. "The Leak" allows fans to listen to *Phoenix* in its entirety at www.vh1classic.com all week leading to the album's April 15 release.

Wednesday, April 9: XM Satellite Radio "Artist Confidential" special taping with studio audience in Washington, DC (airdate TBA).

Tuesday, April 15: *Phoenix* is released on CD and digitally. (8pm EDT): SyncLive.com and Amazon.com present a free live webcast event from ASIA's concert at Turning Stone Resort & Casino in Verona, NY. Fans can log on to www.synclive.com, www.amazon.com/earworm or the band's official website, www.originalasia.com to watch the live concert webcast and exclusive behind-the-scenes clips.

Thursday, April 17 (12pm): ASIA in-store acoustic performance and *Phoenix* album signing at J&R Music World's downtown Manhattan location (23 Park Row, New York, NY 10038).

Tuesday, April 29: QuickTime's 'Make Your Own ASIA Video' contest launches at www.quicktime.com. ASIA art elements provided to participants at the site to produce their own music videos for "An Extraordinary Life," a new track from *Phoenix*. One grand prize winner will receive a Steve Howe Edition Gibson ES-175 guitar and an Apple MacBook Air, custom laser etched with Roger Dean artwork.

Throughout the tour: At select U.S. concerts, members of ASIA will participate in after-show autograph signings at the venues' merchandise areas. After-show signings will be announced at the concerts.

Formed at the dawn of the MTV era, ASIA was the first 'supergroup' of the 1980s, featuring members from Yes, Emerson Lake & Palmer, King Crimson and The Buggles. Videos made for the band's first two albums, *ASIA* and *Alpha*, were staples of the historic music channel's initial programming.

ASIA's four original members reunited in 2006, 23 years after all four had last played together. The much publicized reunion resulted in two highly successful world tours in 2006 and 2007; an acclaimed double live LP and DVD (*Fantasia: Live In Tokyo*); and an overwhelming response from fans and the media, which continues today. ASIA has sold more than 15 million albums around the world, and this will be the third world tour for the four accomplished musicians, whose debut album, *ASIA*, was released 26 years ago in 1982 and remains one of only four albums in history to hold the #1 Billboard album chart position for a staggering nine weeks.

Phoenix marks a return to the band's classic sound, with some surprising contemporary twists. "Everything that was there 25 years ago is still there, and quite simply, if you liked it then, you'll love it now," says ASIA's singer and bassist John Wetton. "It does exactly what it says on the tin." Adds guitarist Steve Howe, "I believe we've all found the teamwork creatively rewarding and we also look forward to playing some new songs onstage."

Phoenix is a collection of songs that speak to the millions of core ASIA fans who, like the group, have come a long way since the dawn of the MTV age in 1982. "We're older now, and our audience has grown up with us," says drummer Carl Palmer. "I think the lyrical themes on this record are some of the best John has ever developed."

Phoenix has a very poignant underlying theme placed at the intersection of love, discovery and reflection, no doubt due, at least partly, to Wetton's unexpected serious health issues (which included open heart surgery), and forced the cancellation of ASIA's 2007 West Coast North American tour and a sold-out tour of the UK. Fortunately, Wetton has recovered fully and his band mates say he is singing and playing better than ever.

"John is a survivor," says ASIA keyboardist Geoff Downes. "He has proved that a few times now. There was never any doubt in our minds that he would recover and be better than ever. We all look forward to hitting the road once again."

For more information, visit ASIA's official Website: www.originalasia.com.

ASIA: "Phoenix" World Tour - Confirmed U.S. Dates

April 4 Wilkes Barre, PA - Kirby PAC
April 5 Uncasville, CT - Mohegan Sun Casino, Wolf Den
April 7 Harrisburg, PA - Sunoco Performance Theater
April 8 Alexandria, VA - The Birchmere
April 10 Collingswood, NJ - Scottish Rite Auditorium
April 12 Westbury, NY - North Fork Theatre
April 13 Peekskill, NY - Paramount Center for the Arts
April 15 Verona, NY - Turning Stone Resort & Casino
April 16 Red Bank, NJ - Count Basie Theatre
April 17 Englewood, NJ - Bergen Performing Arts Center
April 19 Cleveland, OH - House of Blues
April 20 Chicago, IL - House of Blues
April 21 Indianapolis, IN - Music Mill
April 23 Milwaukee, WI - Pabst Theater
April 26 Marksville, LA - Paragon Casino
April 27 Dallas, TX - House of Blues
April 29 Espanola NM - Big Rock Casino
April 30 Phoenix, AZ - Celebrity Theatre
May 2 Agoura Hills, CA - Canyon Club
May 3 Las Vegas, NV - House of Blues
May 4 San Juan Capistrano, CA - The Coach House
May 5 San Francisco, CA - Grand Ballroom at The Regency Center

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