



The original Asia 's first new studio album in 25 years, Phoenix, album has been embraced by the music press. Here's what a few critics have already said:

“Asia’s Phoenix Rises...”

-Billboard

“Phoenix marks a return to the classic ASIA.. “

Sound Vintage Guitar

“Fans of the original Asia, rejoice!”

Prog Archives.com

“Phoenix comes from the heart, literally.”

Ultimate Guitar.com

“...it’s an unexpected pleasure and a worthwhile purchase.”

Bullz-eye.com

“Like the Phoenix of the title of their 2008 album, [Asia](#) has risen from the ashes

Starpulse.com

“A comeback that is surprisingly compelling and surprisingly moving...”

ALL MUSIC GUIDE

“Asia is back and better than ever”

Associated Press

“The opening track, 'Never Again,' is quintessential Asia, replete with progressive-rock elements and a sweeping pop hook. Turn it up, people, and then dig out the air guitar.”

-Dallas Morning News

The remarkable thing about Phoenix is that in pure sonic terms, it could have appeared as the sequel to Alpha in 1985what makes the album more interesting is that it is suffused with a sense of mortality. Boasting four superstar instrumentalists (from Yes, King Crimson, the Buggles and Emerson, Lake & Palmer), a knack for crafting catchy tunes despite their prog-rock leanings, and one of the finest logos in the business, Asia are absolutely a band you should brag about always loving!”

Yahoo Music Review

“Phoenix is a near perfect album that not only highlights what Asia is musically, but also the individual talents of the four original members that make up this legendary group.”

-MusicTap

“Phoenix serves to showcase the fact that, in our diverse world of music, great Rock and Roll is still being produced...Phoenix is a triumph of music that makes you feel as if time has stopped for you. Had Phoenix been released during the heyday of the band, it would be considered classic Asia today.”

”MusicTap

“If Asia's 1982 Top 5 hit 'Heat of the Moment' had you cranking your cassette player as a teen, you'll grow giddy with a nostalgic buzz when *Phoenix's* anti-war *Never Again* explodes out of your iPod today.”

-Miami Herald

“'Never Again' is a musical clone of 'Heat,' Asia's greatest single moment, right down to the opening guitar chords.”

-Kansas.com

“The new single was delivered with high emotion during the group's high-energy April 14 gig in Peekskill...”

Live Daily.com

“ASIA -that's right, the 4 original members are back and better than ever.”

Music Guru Radio Show

“Now it is official --- the Phoenix has risen from the ashes. Asia has returned”.

Classic Rock Revisited

“Phoenix” reveals more beauty and manages to bloom with every spin. Yet another contender for the album of the year lists!”,

Hardrock Haven

“Bravo. Asia – deliver an album – that I never thought they had in them – not necessarily for the huge profits – that they will probably not reap from this record – but from their royalties from “Heat...” but for the LOVE OF THE GAME, for the love of music.”

Metal Invader Magazine

"Phoenix" marks a return to the classic ASIA sound, with some surprising contemporary twists.”

Top 40 charts.com

“The reunited original line-up of the multi-million selling British rock group are back in business with Phoenix.”

Selby Times

“The material on this album is generally excellent throughout both in terms of composition and of course musically with every member in the band firing on all cylinders. After 25 years, Asia are back!”,

Rockahead

“Woa! all I can say is woa, the first Asia album to feature all 4 original members – in a quarter of a century...quite a thing eh? Bravo, Asia. Bravo, I’m speechless...”,

Metal Invader

“....a masterwork by the founding components of Asia. ‘Phoenix ‘ is a triumph of music”.

Music Tap

“Asia’s (*Phoenix*) is...perfectly produced ...glorious, classy, inspired.”
Melodic Rock,

“They're back! Their first studio album for 25 years shows that the original line-up of this ‘supergroup’ are still at the height of their powers.”
Bolton News Group, UK

“.. a return to the classic sound.”
Pollstar

And many more to come....