



BRITISH ROCK LEGENDS ASIA RETURN WITH 2010 NORTH AMERICAN OMEGA TOUR

When ASIA, acclaimed British rock super-group, reformed in 2006 for the first time 23 years, no one in the band knew how long the reformation would last. They were committed to a tour, but nothing after that was etched in stone.

Nearly 5 years later, ASIA has released Omega, its second studio album since it regrouped, and have embarked on its fifth successful world tour. But, here is the real kicker: the original members of ASIA have now been together longer than when they originally burst onto the music scene at the beginning of the 1980s!

On August 2, ASIA will kick off its fifth North American tour since its 2006 reformation at The Zeiterion Performing Arts Center, in New Bedford, MA. The 29-city tour will conclude on September 8th at The Moore Theatre, in Seattle, WA. The concerts will feature an all-new light show, and an exciting mix of ASIA standards and hits, as well as selections from OMEGA.

The new album, a stunning blend of the classic ASIA sound with a number of compelling and innovative NEW musical ideas, has been released on Frontiers Records.

"It's a collection of songs, from the rocky, strident opening of 'Finger on the Trigger' to the wistful 'Thank You.'" says vocalist/bassist/acoustic guitarist John Wetton. "As for our audience.... in 'Don't Wanna Lose You Now', it's talking to you, the listener. (Omega) gives you a sequence of real stories; stories that actually happened. The stories are set in a fairly lush, sophisticated production of what Asia is known for, concise, mature rock songs without the gratuitous meanderings of our Alma Mater."

"This is something very sweet," says guitarist Steve Howe of both the reunion and the band's ongoing commitment to keep making new albums. "I am liking it very much. It came at the right time for me." Adds Asia keyboardist Geoff Downes: "The band today is better than its ever been. The response from fans and critics has been very good, and that is always encouraging."

ASIA's 2010 Omega World Tour, has brought the band to The UK, Japan, and Europe and will now take them to The United States. Also in production is a feature documentary film, which will give its fans an extremely candid behind-the-scenes look at the band, its music, and its enduring legacy.

"Says drummer Carl Palmer, "ASIA is the last of the original bands that plays this style of music. I won't go through all the bands that haven't got original members, but we all know them. ASIA probably stands up as being the last of its kind, really,... and unique because of who is in it. The people who are there and who are original members have such an interesting history and which other groups never had in the first place. We are kind of unique and the last of...So, long live ASIA."

The group came together in the spring of 1981 around bassist and vocalist John Wetton who had been in King Crimson, Roxy Music and UK. With the help of manager Brian Lane, he wanted to form a new group with guitarist Steve Howe, best known as the axeman for British Prog superstars, Yes. Drummer Carl Palmer came into the fold next, having just completed a decade of platinum releases and sold out tours with Emerson, Lake & Palmer. Keyboardist Geoff Downes, who replaced Rick Wakeman in Yes for the Drama album, had previously been half of the pop duo The Buggles. They stormed the charts in 1979 with the timeless classic "Video Killed The Radio Star".

Asia's debut album exploded onto the music scene in March 1982 with several Top 10 singles and sales exceeding 15 million copies. It launched hits such as "Only Time Will Tell," "Sole Survivor" and "Heat Of The Moment." Asia became one of the most played acts during the first year of MTV. Throughout most of '82, Asia ruled the radio airwaves and MTV. They sold out every date on its tour, and the debut album crushed all the competition at record stores around the world. It was indeed the biggest selling album in the world in 1982.

"I would like to stress that despite the title, 'Omega' doesn't mean the end," says Wetton. "In many ways, it signifies a beginning. Only time will tell."

ASIA'S 2010 NORTH AMERICAN OMEGA TOUR

Aug 2nd - Zeiterion Performing Arts Center, New Bedford, MA
Aug 3rd - Birchmere, Alexandria VA
Aug 5th - Penn's Peak, Jim Thorpe PA
Aug 6th - Theatre at Westbury, Westbury NY
Aug 7th - Showboat. Atlantic City NJ
Aug 8th - Ridgefield Playhouse, Ridgefield CT
Aug 10th - Bergen PAC, Englewood, NJ
Aug 12th - Market Block Party, Syracuse, NY
Aug 13th - House of Blues, Cleveland, OH
Aug 14th - Armory, Rochester, NY
Aug 15th - Carnegie Hall of Homestead, Pittsburgh, PA
Aug 17th - Memorial Auditorium, Raleigh, NC
Aug 18th - Variety Playhouse, Atlanta, GA
Aug 20th - House of Blues, Dallas, TX
Aug 21st - House of Blues, Houston, TX
Aug 22nd - Paramount Theatre, Austin, TX
Aug 23rd - Majestic Theatre, San Antonio, TX
Aug 25th - Celebrity Theatre, Phoenix, AZ
Aug 26th - Veijas Casino at DreamCatcher, Alpine, CA
Aug 27th - Club Nokia, Los Angeles, CA
Aug 28th - The Grove, Anaheim, CA
Aug 29th - The Uptown, Napa, CA
Sep 1st - Laxon Auditorium, Chico, CA
Sep 2nd - Fox Theatre, Bakersfield, CA
Sep 3rd - Ovation at Green Valley Resort & Spa, Henderson, NV
Sep 4th - Peppermill Casino, Wendover, NV
Sep 5th - Nugget Casino, Sparks, NV
Sep 7th - Aladdin Theatre, Portland, OR
Sep 8th - Moore Theatre, Seattle, WA

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