



**THE SMASHING PUMPKINS ANNOUNCED AS THE
SATURDAY NIGHT FINALE;**

SUNSET STRIP TO BE CLOSED FOR SECOND TIME

**PORTION OF EVERY TICKET SOLD BENEFITING
LOS ANGELES YOUTH NETWORK**

Organizers of the **SUNSET STRIP MUSIC FESTIVAL** have confirmed that **THE SMASHING PUMPKINS** will headline the street festival on Saturday, August 28, with a live performance on the legendary Strip, which is being closed to traffic for the second time in its history. The iconic band will wrap up the third annual SSMF, set to include a special tribute event for SLASH at House of Blues on August 26; live performances in The Roxy Theatre, the Whisky A Go-Go, Viper Room, Key Club, Cat Club and House of Blues on Thursday, Friday and Saturday nights; plus more than 50 bands, two outdoor stages and a full day of music in the venues on Saturday, August 28.

THE SMASHING PUMPKINS--who have created one of the most acclaimed bodies of work in musical history and sold more than 30 million albums--are touring this summer in conjunction with their **TEARGARDEN BY KALEIDYSCOPE** project. It's a collection of 44 songs being released online for free one at a time as well as in installments of specially packaged four-song EPs for sale in record stores. In late May, the Pumpkins released the project's first EP **TEARGARDEN BY KALEIDYSCOPE VOL.1: SONGS FOR A SAILOR** (Martha's Music/Rocket Science Ventures) to critical acclaim, with Jerry Shriver of **USA Today** hailing the music as "a delicious swirl of howling psychedelic rock and melodic ballads (5/25/10)." Look for leader Billy Corgan and his band mates--guitarist Jeff Schroeder, drummer Mike Byrne and new bassist Nicole Fiorentino--to hit the road for an array of intimate shows across the U.S. beginning July 6 in Cleveland, to be followed in August by two headline festival appearances in Tokyo and Osaka.

As in year's past, the SSMF will honor a figure who is synonymous with The Sunset Strip for their contribution to the history of The Strip as well as the music industry. This year's honoree: SLASH. Previous recipients of this honor have been Ozzy Osbourne (2009) and Sunset Strip club owners Lou Adler, Mario Maglieri and Elmer Valentine (2008).

Last year's street fair drew 10,000 people to The Strip, which was closed between San Vicente Boulevard and Doheny Drive and filled with two full-scale stages, fans, food vendors and a VIP beer garden. "We are ecstatic to be able to bring this caliber of talent to the street and create what will undoubtedly become the ultimate end-of-summer music festival experience for our attendees," says SSMF Festival Managing Director Karmen Beck. Following the Smashing Pumpkins' show, bands will continue to play into the night in venues within the street closure, all of which will be free of charge to SSMF attendees.

General admission, VIP and 3-Day VIP tickets for the event will go on sale Thursday, June 17 through Ticketmaster at 10 AM PST. Street fest tickets will be \$49.50 in advance (\$65 day of at box office) and VIP street fest tickets, which include access to a private tented area with full no-host bar and seating area, are available for \$100 in advance. A limited number of three-day "VIP" passes (which include entrance to Slash's tribute on August 26, the clubs all three nights + access to VIP tent at street fest) will be \$250. There will also be individual ticket sales for The Sunset Strip clubs on Thursday and Friday nights. The SSMF is donating a portion of all tickets sold to the Los Angeles Youth Network (LAYN), a charity personally selected by honoree Slash. LAYN's mission is to end homelessness, one kid at a time, by providing shelter, food and counseling for the abused, neglected and abandoned.

SSMF 2010's proud supporting sponsors include Virgin America, V Australia, Jack Daniel's, Ticketmaster, Vitaminwater, Gibson Guitar, 98.7fm, Andaz West Hollywood, Whole Foods West Hollywood, City of West Hollywood, West Hollywood Marketing & Visitors Bureau and Signature Creative. Street fest production provided by Swing House Hollywood.

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About THE SMASHING PUMPKINS:

The Smashing Pumpkins have created one of the most acclaimed bodies of work in musical history and sold over 30 million albums. Formed in Chicago in 1988, they released Gish, their influential (and platinum) debut in 1991, which was followed by more platinum and multi-platinum albums including the nine-time platinum Mellon Collie And The Infinite Sadness and the four-time platinum Siamese Dream as well as the platinum certified 1998 album Adore. The pivotal group's many hits defined the alternative music era and continue to resonate on modern rock radio, influencing a whole new generation. The Pumpkins returned in 2007 with their gold-certified and acclaimed sixth album Zeitgeist, which entered the charts at Number 2 in the U.S. and in the Top Ten internationally. Since their triumphant return to the stage in 2007, the Pumpkins have headlined some of the biggest events around the globe including the Reading Festival, Rock Am Ring, and the V fest. In 2008, the band was inducted into Hollywood's RockWalk. Their first post-major label release was the song "Superchrist," issued

via the Guitar Center CD Fresh Cuts Vol. 2. They subsequently recorded the song--the modern rock hit--"G.L.O.W." for the *Guitar Hero® World Tour* game, marking the first time a band has recorded a new song exclusively for the franchise. In November 2008, the band released their first live DVD, *If All Goes Wrong*. In December 2009 The Smashing Pumpkins began releasing Teargarden By Kaleidyscope, a 44-song work with songs being released online one at a time for free (4-song physical EPs will be made available as the songs are released). The group's BILLY CORGAN has said the new music "harkens back to the original psychedelic roots of The Smashing Pumpkins; atmospheric, melodic, heavy, and pretty."

About The Sunset Strip Music Festival:

The Sunset Strip Music Festival was created in 2008 to promote, preserve and perpetuate the legendary Sunset Strip music experience. The Sunset Strip Business Association is the managing member of the limited liability company, which owns the Sunset Strip Music Festival.

For more information on the SUNSET STRIP MUSIC FESTIVAL, contact:

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