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NEWS RELEASE

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Austin Rock Sensation Alpha Rev to Re-release Their Acclaimed Debut Record, “The Greatest Thing I’ve Ever Learned”, with Three Previously Unreleased Songs on February 12

Orchestral, melody-driven Austin rockers, Alpha Rev, will be re-releasing their debut record, “The Greatest Thing I’ve Ever Learned” on Sea Change Records complete with 4 new songs, three of which are previously unreleased, and new cover art. In addition, the entire record has been re-mastered and re-sequenced. The work will be available at Waterloo Records and digitally through iTunes, Amazon MP3, and a host of other digital retailers on February 12.

Listeners will be excited to know that longtime fan favorite “American Jesus” is one of the additions to the record. Containing some of McPherson’s most profound lyrics, this song made such a deep impression on Austinite Roy Spence, partner at GSD&M and author of “The Amazing Faith of Texas”, that McPherson became part of the handful of Texans featured in his landmark book about the people of Texas and their faiths.

The addition of “My Situation”, also a longtime fan favorite, is yet another reason for Alpha Rev fans to get excited. The studio version builds on the bouncy, rock anthem with the addition of strokes-esque keyboards and three part harmonies that are sure to please.

“Ride Away”, arguably the most creative song on the record, begins with a dose of reverb-soaked chaos ripped straight from a hand-held radio in a Turkish bazaar before it launches into the one of the most haunting songs McPherson has ever written. The song builds from the bridge into a buzzing, sonic blur of pounding piano, howling vocals, feverish strings, and crashing cymbals.

The jazz-infused “Midnight” from the bands self-titled EP rounds out the new additions.

The four new songs were produced by Lars Göransson, who produced five of the other seven tracks, and are replacing four songs recorded by Dwight Baker.

“The re-release is a much more accurate picture of where I was creatively when I started the band,” said McPherson.

The re-release also includes the original, yet unreleased, cover art produced by Daniel Pérlaky at City on Fire.

“I am really excited about making this music available to fans in the format I originally intended it to be in,” said McPherson. “The record fits so much better creatively. It just makes sense to me this way.”

Since the original release of “The Greatest Thing I’ve Ever Learned”, Alpha Rev has escaped the gravity of the Austin music scene and is bound for bigger and better things. “Colder Months”, one of the holdovers from the original release, won the 2007 Sonicbids/Snocap American Songwriter contest, landing McPherson in the November/December issue of American Songwriter Magazine.

“Though I Walk”, another holdover, was featured in the independent film “Pineapple” and several other songs were licensed by MTV appearing on Road Rules and “Engaged and Underage”.

The band showcased their soulful brand of American rock at the 2007 National CMJ convention in New York and has been invited to showcase at the 2008 NACA National Convention in St. Louis, Mo., in February 2008.

Alpha Rev also boasts being the first unsigned band on Yahoo! Music as well as a featured band on MyCoke.com. In addition to radio play on KROX 101.5, KGSR 107.1, and KLBJ 93.7, the band’s music has garnered air time as well as a live performance on Seattle-based station KEXP 90.3. McPherson was also selected as a featured artist for the 10th annual Jeff Buckley tribute at Uncommon Ground in Chicago on November 17-19, 2007.