

## **Don't Quit Your Day Job!**

### **Hedgies Prove They're Not All Self-Absorbed Money-Obsessed Geeks - The Subscribers Release Their First CD "Clarksdale 9" -**

**NEW YORK (February 13, 2006)** - If rock and roll could go corporate (did YOU ever expect the Rolling Stones would be sponsored by Ameritrade?), then why can't it go charity? For real.

Bono and U2 may do one or two gigs a year for charity. But The Subscribers don't make a cent on their music.

The Subscribers, comprised of 9 professionals drawn from the hedge fund industry, have in just 6 gigs already earned \$500,000 in their short 1 ½ year performing career, (more than a lot of cult bands earn in several years of performing and touring). They have even auctioned themselves off as dates (yes, some are highly eligible, quite good looking and of course, with a high net worth)... and all for a good cause.

Now, with the release of their first all-original CD, "Clarksdale 9", the Subscribers are expecting to be able to donate lots more money to their favorite cause, A Leg To Stand On... as well as bring lots of music and fun to audiences used to thinking of these Wall Street types as ...self-absorbed, money obsessed, boring and tedious geeks.

Chris Heasman, a founding member of the Subscribers acknowledged "Music, like money is an international language. We wanted to be bilingual & use both to help kids in a way that matters."

Brad Cole the Chicago-based member of the band added: "I love this gig. Golf and bass fishing just never cut it for me. And its funny, if this was not for charity, I question whether or not the whole idea would work, because we all need to give and we all want to be a part of something good, so if we are not getting paid, we hit it from a giving perspective, more of an emotional pay off for us."

Clarksdale 9 is raw, real, authentic rock and roll. It was recorded live (the old fashioned way) in the Mississippi studio of Jimbo Mathis (Squirrel Nut Zippers, KNOCKDOWN SOUTH), the widely known producer of Elvis Costello's "Monkey to Man", musical director and arranger on two recent Buddy albums and various sideman jobs in the delta juke joints and in studios with the likes of North Mississippi All Stars, Jessie May Hemphill and Jim Dickinson.

Clarksdale 9 harkens back to a time when rock and roll meant having something to say in a musical and lyrical way... and having fun at the same time. And in the case of the Subscribers, it goes one step beyond. Every cent of every CD sale goes directly to ALTSO.

Heasman added: "Someone called what we're doing charity rock but we think of ourselves as an arbitrage party band - we capture the spread between the cost of having a great party & making a charitable donation. When we play, it's painless extraction, where everyone has such a great time that they don't even feel their donation leaving them. In fact, it's so painless that they all want to come back & give again. Hedge Funds are always accused of charging an arm and a leg and we just facilitate giving that back."

The songs on Clarksdale 9 provide a depth and breadth of style and substance. The resulting tracks encompass a broad array of musical styles culled from the various tastes and backgrounds of the players who participated, including blues, rock, pop, country and folk.

Tim Wheeler's opening song: What Went Wrong is a classic kick-ass song in the style of great southern rock and roll but with an intelligence and lyricism reminiscent of some of the great American singer/songwriters.

Pete Muller's Wall Street Blues, in the great blues tradition bemoans the pitiful life of a Wall Street professional with tongue firmly in cheek: this is a bluesman who's got the BMW and the trophy wife, but that private plane is just out of reach.

And expect Brad Cole's Good Old Boy to turn up as a country hit... the song is now making the rounds in Nashville to great acclaim.

Even music business professionals have taken note: "they're a really great garage band," said the former head of promotion for a major record label, now an Emmy-winning television producer. It's an honest piece of rock and roll, which is what great music is all about!

With radio play already in the northeast US, Australia and now in the UK, Belgium and Croatia, the Subscribers CD is rapidly becoming a rock and roll indie success story--and every cent of every CD sold goes back to charity.

To hear and purchase the Subscribers CD, or for information on how to sponsor them or book them for your charity event, visit **[www.thesubscribers.net](http://www.thesubscribers.net)**. You can also purchase the CD at [cdbaby.com](http://cdbaby.com).

To learn more about A Leg To Stand On, visit **[www.altso.org](http://www.altso.org)**.

"Forget Golf. Forget gardening. Leave your speedboats, your sailboats and your yachts in the Mediterranean or the Caribbean. Let's rock. And we'll give everything we make to charity."

Can your favorite band say that?

For more information, sample copies of the CD and press kits, please contact: Amy Krakow, Propaganda Marketing Communications Inc. 212 404 6215 office, 212 587 0540 cell