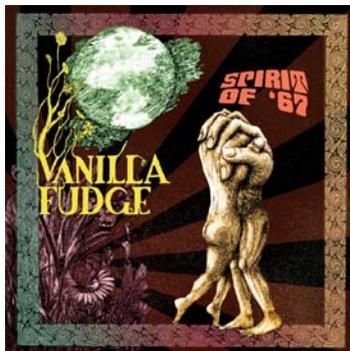


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CLASSIC ROCK ICONS VANILLA FUDGE KEEP SPIRIT OF THE '60s ALIVE WITH NEW STUDIO ALBUM

East Coast Shows Set as Spirit of '67 Arrives in Stores on March 3

They are one of the most revolutionary bands of their era—a powerhouse outfit often cited as the missing link between '60s psychedelic rock and the '70 heavy metal explosion. They are the mighty Vanilla Fudge, and they will release their heaviest album to date on March 3 courtesy of Purple Pyramid Records (an imprint of Los Angeles-based Cleopatra Records). *SPIRIT OF '67* is a blistering slab of pure classic rock featuring astounding cover versions of songs originally released in the pivotal year 1967, the year the band originally came to prominence. Also included is one original song written by founding vocalist Mark Stein, which closes the album. For a band known for its ability to reimagine and reinvent the music of others, this new album is bound to please diehard fans and newcomers alike.



Vanilla Fudge drummer Carmine Appice boldly declares **SPIRIT OF '67** to be "the best album we've done since our very first album, with great vocal arrangements and instrumental performances from everyone in the band." Founding member and lead vocalist and keyboardist Mark Stein agrees, saying, "*SPIRIT OF '67* is a record that I'm proud of. The success of Vanilla Fudge has always been based on our interpretations of songs by great artists. Our style of classic and symphonic rock lives large on this effort, and the performances and arrangements I would hope will be enjoyed

by old and new fans alike."

What they are talking about is particularly evident on Vanilla Fudge's piano-heavy take on The Box Tops' "The Letter" as well as the heaving, guitar fuzz version of Spencer Davis Group's "Gimme Some Lovin'." As founding guitarist Vinny Martell puts it, "**SPIRIT OF '67** is the continuation of the journey we began in the Summer of Love--psychedelic, rhythmically powerful arrangements and performances of happening tunes of that era colored by the insight and vision of who we are today."

Likewise, **SPIRIT OF '67** itself is an album about a specific time period, yet it demonstrates the timelessness of truly great songs. Produced by Carmine Appice and Mark Stein, the album additionally includes Vanilla Fudge's takes on several other songs that made an impact during the Summer of Love, among them The Monkees' "I'm a Believer," the Buffalo Springfield's anthemic "For What It's Worth" and Procol Harum's "Whiter Shade of Pale." The lone original song, "Let's Pray for Peace," was written by Stein. "It is about a vision I had that came to me suddenly as if my supreme being was speaking through me," he explains. "Constant media attention to a world that's at odds with itself and its people inspired me to send a message... What if all of us could stop for a moment, as naive as it may sound to some, and say: 'who'd like to share, a little silent prayer, let's pray for peace tonight.'"

The Vanilla Fudge story begins in 1967 when legendary producer and songwriter George "Shadow" Morton heard the band--then composed of Stein, Appice, and Vinny Martell as well as bassist Tim Bogert--perform the song that would become their signature tune, a slow and heavy cover of the Supremes' hit "You Keep Me Hangin' On," at The Action House in New York. Morton quickly arranged for the group to record the song, which led to the band signing with ATCO Records. Their self-titled debut album followed shortly thereafter and, virtually overnight, the band found themselves headlining major bills on both coasts. Morton went on to produce the second and third Fudge albums, which only continued their meteoric rise into the rock stratosphere. Soon, the band was touring with every major rock act, from Jimi Hendrix to Cream to Led Zeppelin, who remarkably had opened for Vanilla Fudge on their very first U.S. tour back in 1968.

After an exhaustive non-stop schedule between 1967 and 1970, the band went on hiatus as Bogert and Appice formed another classic rock behemoth, Cactus, as well as a power trio with superstar guitarist Jeff Beck. Stein also went on to tour and record with Dave Mason, Tommy Bolin and Alice Cooper. Reunion albums and tours with various different line-ups followed in the decades after, but none has proven to be as solid as the original line-up of Stein, Appice and Martell along with Cactus bassist Pete Brey, recruited to replace Bogert, who retired from touring in 2008. Listening to **SPiRiT OF '67**, it isn't hard to believe that even in their fifth decade, Vanilla Fudge has never been better.

Vanilla Fudge is slated to tour in support of **SPiRiT OF '67**. Shows on **February 26** at the **Sellersville (PA) Theater**, **February 27** at **B.B. King's** in New York City and **February 28** at the **Tupelo Music Hall** in Londonderry, NH have been confirmed, with others to be added to the schedule shortly.

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Vanilla Fudge--**SPiRiT OF '67**

Track List:

1. I Heard It Through The Grapevine
2. The Letter
3. I Can See For Miles
4. Break On Through (To The Other Side)
5. The Tracks Of My Tears
6. I'm A Believer
7. Gimme Some Lovin'
8. For What It's Worth
9. Ruby Tuesday
10. Whiter Shade Of Pale
11. Let's Pray For Peace

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