

Niacin Live - Blood, Sweat & Beers

John Novello, Billy Sheehan & Dennis Chambers



Niacin seems to have a pattern that they follow. They write songs that allow them to show off their amazing musical gifts collectively and individually. They carefully select memorable songs to cover and reinterpret them in their own powerful, soulful style. Niacin then goes into the studio and is able to infuse this material with a feel and an energy that is not easy to come by in a studio situation. Every so often, Niacin takes the show on the road and amazes audiences who cannot believe that three such virtuosos exist in one group.

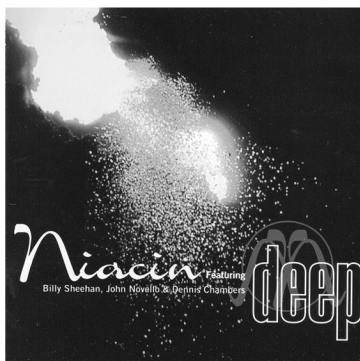
"Live - Blood, Sweat and Beers" is evidence that these three masters can make this happen with a roomful of people in front of them. Billy Sheehan (bass), Dennis Chambers (Drums) and John Novello (Hammond B-3) have all done great things in projects outside of Niacin. But it is the sum of the three of them that makes Niacin such a unique and identifiable force.

- ◆ Niacin all have high profile reputations; Billy Sheehan - Bass (Mr. Big, Talas, David Lee Roth); John Novello - Hammond B-3, Keyboards (Chick Corea, Andy Summers); and Dennis Chambers - Drums (Santana, George Clinton, Stanley Clarke).
- ◆ Covers of Prince's 'Purple Rain' and The Supreme's (by way of Vanilla Fudge) 'You Keep Me Hangin' On'.
- ◆ Widespread Consumer Print Ad campaign in publications such as Guitar World, Modern Drummer, Keyboard, Bass Player, Relix, Ice Magazine, and various fanzines and genre publications.
- ◆ Independent Radio Promotion covering specialty shows and college radio.
- ◆ Aggressive Internet Marketing in combination with Website Advertising on related websites, like JamBands.com.

Tracklisting:

1. Clean Up Crew
2. Do A Little Dirty Work
3. Bullet Train Blues
4. Hell To Pay
5. Niacin
6. One Less Worry
7. I Miss You (Like I Miss The Sun)
8. Kalghorn
9. Three Feet Back
10. Purple Rain
11. No Man's Land
12. You Keep Me Hanging On
13. Front and Center
14. Gelatin

Other Niacin Albums Available on Magna Carta



"Deep"
MA-9048-2



"Time Crunch"
MA-9059-2

ARTIST: Niacin
TITLE: Blood, Sweat and Beers
CONFIGURATION: CD
CATALOG #: MA-9063-2
LIST PRICE: \$16.98
FILE UNDER: Rock / Funk / New Groove
RELEASE DATE: MAY 6, 2003


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5% Discount Through May 16, 2003