



FOR IMMEDIATE RELEASE:

DEVO 2.0:

Q: ARE WE NOT KIDS?, A: WE ARE DEVO 2.0!

**ALBUM/DVD OF CLASSIC DEVO HITS RE-RECORDED
WITH KIDS AND FOR KIDS OUT MARCH 14 ON DISNEY SOUND**

DEVO 2.0 10 CITY SCHOOL TOUR KICKS OFF MARCH 27 IN PROVIDENCE, RI

New York, NY – DEVO, one of the '80s most innovative and iconic bands, has partnered with Disney Sound to bring their hits to a new generation with 'DEVO 2.0,' a combination CD/DVD package set for release on March 14th. The original members of DEVO rerecorded ten songs (some with revamped lyrics) and two brand new ones with DEVO 2.0, a group of five talented kids aged 10-13.

"The concept is about the energy and aesthetic of DEVO being passed like an Olympic torch to a new generation," said DEVO frontman Gerald V. Casale, who directed all 9 newly created music videos on the DVD. The platinum-selling band handpicked kids Nicole, Jackie, Nathan, Michael and Kane to don the famous "energy domes" and become DEVO 2.0. Unlike the original DEVO, DEVO 2.0 is a co-ed affair, with lead singer Nicole and keyboardist Jackie lending diversity to the DEVO chemistry. "I'm honored to be the new Mark Mothersbaugh!" declared Nicole.

"DEVO is one of my favorite bands," Buena Vista Music Group EVP & GM David Agnew said in a recent interview. "I think their music was years ahead of its time – and is timeless . . . it's playful and great to dance to, which is the key to any good kids' music. When you consider that Disney has been responsible for some of the most popular children's music of all time, and that most people trust Disney to bring them music that is appropriate for their kids, it seemed like a winning combination to me."

In addition to shots of DEVO 2.0 performing the songs, the DVD features frenzied, surreal animations, including neon dinosaurs, pandas in sombreros, and anthropomorphic potatoes; special features include an extensive photo gallery and interviews of the original DEVO's Mark Mothersbaugh and Gerald V. Casale by the members of DEVO 2.0. DEVO's most famous songs all make appearances, including "Freedom of Choice," "Boy U Want" ("Girl U Want" rewritten to more appropriately accommodate lead singer Nicole) and the platinum-certified hit "Whip It," a music video staple for a fledgling MTV network in the early 1980s. The band also offers up their first original songs in 15 years, "Cyclops" and "The Winner."

DEVO 2.0 will bring their energy and enthusiasm to the road this spring. NAMM (the International Music Products Association) has teamed up with the five gifted musicians of DEVO 2.0 and Disney Sound for a 10 date tour of U.S. schools launching in Providence, RI to support

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music education for kids. The DEVO 2.0 tour will visit and perform at elementary and middle schools in the following cities:

<u>DATE</u>	<u>CITY</u>	<u>VENUE</u>
Monday, March 27 th	Providence, RI	Wickford Middle School
Tuesday, March 28 th	Manchester, CT	Buckley School
Wednesday, March 29 th	Milford, NJ	Milford Boro Middle School
Thursday, March 30 th	Philadelphia, PA	Philadelphia Performing Arts School
Friday, March 31 st	Falls Church, VA	Haycock Elementary School
Monday, April 3 rd	Akron, OH	Miller-South Visual Performing Arts Middle School
Tuesday, April 4 th	Bloomfield Hills, MI	St. Hugo of the Hills School
Wednesday, April 5 th	Manteno, IL	Manteno Middle School
Thursday, April 6 th	Oak Lawn, IL	J Covington Elementary School
Friday, April 7 th	Wauwatosa, WI	Christ King School

Founded at Kent State University in 1972 by art students Gerald V. Casale and Mark Mothersbaugh, DEVO took their name and ideology from the concept of "de-evolution," the idea that mankind has regressed rather than evolved. Sharp social satire was the driving force behind their songs. DEVO's obsession with technology, pioneering use of synthesizers and highly stylized music videos made it a seminal band.

DEVO is: Mark Mothersbaugh (vocals, keyboards, guitar), Gerald V. Casale (vocals, bass, keyboards), Bob Mothersbaugh (guitar, vocals), and Bob Casale (guitar, keyboards, vocals).

The International Music Products Association, commonly called NAMM in reference to the organization's popular NAMM trade shows, is the not-for-profit association that unifies, leads and strengthens the \$16 billion global musical instruments and products industry. The association's activities and programs are designed to promote music making to people of all ages. NAMM is comprised of nearly 9,000 member companies. For more information about NAMM, interested parties can visit namm.com or call 800-767-NAMM (6266).

NAMM believes that music is vital to a quality education for every child in America and develops programs and initiatives that give children much needed access to music making. NAMM urges parents, children, educators and community officials to support music education in schools by visiting www.supportmusic.com.

Disney Sound, which is releasing DEVO 2.0, is Walt Disney Records' new imprint designed to create original musical works for the whole family. Disney Sound is planning a series of "remaking the band" projects, uniting original band members of iconic groups with talented kids for newly recorded CD and DVD releases. Next up is a partnership with the Go-Go's.

DEVO 2.0 CD TRACK LISTING:

1. That's Good
2. Peek A Boo
3. Whip It
4. Boy U Want
5. Uncontrollable Urge
6. Cyclops

DVD TRACK LISTING:

1. That's Good
2. Big Mess
3. Whip It
4. Freedom of Choice
5. Uncontrollable Urge
6. Peek A Boo

DEVO 2.0 CD TRACK LISTING (cont'd):

7. The Winner
8. Big Mess
9. Jerkin Back N Forth
10. Through Being Cool
11. Freedom of Choice
12. Beautiful World

DVD TRACK LISTING (cont'd):

7. Cyclops
8. Beautiful World
9. Boy U Want

On March 14, 2006, the DEVO 2.0 CD with bonus music video DVD will be available for a suggested retail price of \$18.98 wherever music is sold. Disney Sound and Walt Disney Records are part of The Buena Vista Music Group, the recorded music and music-publishing arm of The Walt Disney Studio. Check out www.devo2-0.com to hear music, see videos and learn more!