



FOR IMMEDIATE RELEASE

**TIME LIFE CELEBRATES THE 25TH ANNIVERSARY OF
THE ROCK AND ROLL HALL OF FAME WITH
A LANDMARK DVD COLLECTION OF 125 HISTORIC INDUCTION
CEREMONY PERFORMANCES**

ROCK AND ROLL HALL OF FAME LIVE

Available Exclusively Through Time Life On October 20th,
The 9-DVD Set Includes 125 Performances From Rock Music Royalty,
Including History-Making On-Stage Musical Collaborations

Over Nine Hours of Bonus Features Include 52 Unforgettable Induction Speeches
and Never-Before-Seen Backstage and Rehearsal Footage

**AVAILABLE ONLY ONLINE AT WWW.ROCKHALLDVDS.COM
OR WWW.TIMELIFE.COM**

FAIRFAX, VA – AUGUST, 2009) -This Fall, Time Life commemorates the 25th anniversary of the Rock And Roll Hall of Fame with an unprecedented, comprehensive collection of performances compiled from a quarter century of induction celebrations. The ROCK AND ROLL HALL OF FAME LIVE DVD collection boasts 125 remarkable performances by the most influential and significant figures in rock music history, as well as the speeches, toasts and roasts by which these members of rock royalty salute each others' accomplishments. History is made when legendary artists such as Mick Jagger and Tina Turner, Bruce Springsteen and Bono, Crosby, Stills & Nash and Tom Petty, take the stage for once-in-a-lifetime collaborations. The ROCK AND ROLL HALL OF FAME LIVE set includes nine DVDs, eight of these featuring an assortment of performances spanning more than two decades of ceremonies, as well as induction and acceptance speeches, and never-before-seen backstage and rehearsal footage. A ninth DVD features *The Concert For The Rock And Roll Hall of Fame*, a star-studded concert event which opened the Rock and Roll Hall of Fame Museum in Cleveland in 1995. Never before available, the ROCK AND ROLL HALL OF FAME LIVE DVD set is an unparalleled rock 'n' roll experience - over 24 hours of rare and exclusive performances and footage – and a must-own for every music fan.

The ROCK AND ROLL HALL OF FAME LIVE 9-DVD IS available for purchase exclusively online for \$119.96 via the DVD website www.RockHallDVDs.com or www.TimeLife.com.

Each year, the Rock and Roll Hall of Fame honors rock music's pioneering figures during prestigious, black-tie ceremonies. Rock's biggest stars induct their biggest influences and contemporaries, with heartfelt, wise and witty speeches. Over the years, Paul McCartney has inducted John Lennon, Paul Simon has inducted Stevie Wonder, Steven Tyler has

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inducted AC/DC, Elton John has inducted The Beach Boys, and in turn, Elton John was inducted by Axl Rose. ROCK AND ROLL HALL OF FAME LIVE includes a staggering 52 of these tributes, all complete and unedited. But, it's during the live performance part of the ceremony when rock history is really made.

With egos set aside, the artists take the stage and deliver once-in-a-lifetime performances, often with a truly mind-blowing combination of talent, such as Mick Jagger performing with Bruce Springsteen, REM with Eddie Vedder, The Band with Eric Clapton, Jeff Beck with Jimmy Page. As Robbie Robertson once commented, "It's an opportunity to see musical combinations we may never see again as long as we live," Case in point, 1988's ceremony featured a jaw-dropping performance of The Beatles' "I Saw Her Standing There" with George Harrison, Ringo Starr, Bob Dylan, Bruce Springsteen, John Fogerty, Mick Jagger and Billy Joel. The ROCK AND ROLL HALL OF FAME LIVE DVD set includes 125 of these musically historic performances, from Jerry Lee Lewis and Chuck Berry rockin' "Roll Over Beethoven" at the inaugural ceremony in 1986, to Jeff Beck, Jimmy Page, Ron Wood, Joe Perry, Flea, and Metallica's rendition of "The Train Kept A-Rollin'" at this year's ceremony in April. As a bonus, a ninth DVD contains the 1996 *Concert For The Rock And Roll Hall Of Fame* featuring an all-star line-up including John Mellencamp, Bon Jovi, Lou Reed, Soul Asylum, The Allman Brothers, Sheryl Crow, The Kinks, Ann and Nancy Wilson, John Fogerty, James Brown and Al Green.

The Rock and Roll of Fame Foundation and Museum's anniversary celebration will extend beyond the DVD set, with both a book and two groundbreaking concerts this fall. *The Rock and Roll Hall of Fame: The First 25 Years*, chronicling 25 years of induction ceremonies, will be published by Collins Design (an imprint of HarperCollins) in September. In October, the Hall of Fame will present two live concert events at Madison Square Garden in New York, featuring performances by Eric Clapton, Crosby, Stills & Nash, Aretha Franklin, Metallica, Paul Simon, Simon & Garfunkel, Stevie Wonder, and U2.

About the Rock and Roll Hall of Fame Foundation and Museum: The Rock and Roll Hall of Fame Foundation was established 25 years ago by legendary record executive Ahmet Ertegun and a group of music business executives to honor the artists that have defined rock and roll and have inspired and continue to inspire a generation. The Rock and Roll Hall of Fame and Museum is the nonprofit organization that exists to educate visitors, fans and scholars from around the world about the history and continuing significance of rock and roll music. It carries out this mission both through its operation of a world-class museum designed by I.M. Pei in Cleveland, Ohio that collects, preserves, exhibits and interprets this art form and through its library and archives as well as educational programs.

About Time Life

Time Life and the Time Life logo are registered trademarks of Time Warner Inc. and affiliated companies, used under license by Direct Holdings Americas Inc., which is not affiliated with Time Warner Inc. or Time Inc. Headquartered in Fairfax VA, Direct Holdings Americas Inc.'s history began in 1961 as Time Life a direct marketing division of Time Incorporated specializing in books. The business has been operated as a separate company since the mid-1970s when it relocated to Virginia, and has since grown to become one of the world's largest direct marketers of audio and video products throughout North America, Europe and Australia. The Company has set the standard in the direct response industry by pioneering direct marketing techniques and building one of the most trusted and recognized brands in commerce. The Company now also sells its products through major traditional and non-traditional retailers around the world as well as via the Internet. The Company was sold in 2003 to private investors.

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ROCK AND ROLL HALL OF FAME LIVE

Street Date: AVAILABLE NOW

List price: \$119.96

Online Exclusive Collection includes:

- 9 DVDs in deluxe collector's packaging
- 125 one-of-a-kind live performances
- 54 complete Hall of Fame induction speeches
- "The Concert for the Rock and Roll Hall of Fame" commemorating the opening of the museum in Cleveland in 1995 featuring performances by John Mellencamp, Eric Burdon and Bon Jovi, Aretha Franklin, Lou Reed and Soul Asylum, The Allman Brothers and Sheryl Crow, The Kinks, Ann and Nancy Wilson, John Fogerty, James Brown, and Al Green.
- 9-plus hours of never-before-seen backstage and rehearsal footage.
- 9 essays from award winning music journalists and historians Rob Bowman, Holly George-Warren, Michael Hill, Dave Marsh, Charlie McCardell and Andy Schwartz

PERFORMANCES BY:

AC/DC, Aerosmith, The Allman Brothers, The Band, Jeff Beck, Bee Gees, Chuck Berry, Blondie, Bon Jovi, Ruth Brown, Jackson Browne, Lindsey Buckingham, Eric Burdon, Jerry Butler, Solomon Burke, The Byrds, Johnny Cash, Chubby Checker, Eric Clapton, Elvis Costello, Cream, Crosby, Stills & Nash, Sheryl Crow, Bo Diddley, The Doors, Melissa Etheridge, Flea, Fleetwood Mac, John Fogerty, The Four Tops, Aretha Franklin, Al Green, Green Day, Dave Grohl, Buddy Guy, Emmylou Harris, Dhani Harrison, Taylor Hawkins, Isaac Hayes, Don Henley, John Lee Hooker, Bruce Hornsby, The Isley Brothers, Etta James, Mick Jagger, Jefferson Airplane, Billy Joel, Kid Rock, B.B. King, Ben E. King, The Kinks, Jonny Lang, Jerry Lee Lewis, Little Richard, Jeff Lynne, Lynyrd Skynyrd, The Mamas & The Papas, Martha & the Vandellas, Dave Mason, Paul McCartney, Metallica, Stevie Nicks, The O'Jays, Roy Orbison, Jimmy Page, Parliament-Funkadelic, Joe Perry, Tom Petty, Wilson Pickett, The Pretenders, Prince, Queen, Bonnie Raitt, The Rascals, R.E.M., Lou Reed, The Righteous Brothers, Robbie Robertson, The Ronettes, Axl Rose, Santana, Percy Sledge, Soul Asylum, Bruce Springsteen, The Staple Singers, Patti Smith, Booker T. & the MG's, James Taylor, Traffic, Tina Turner, U2, The Who, Ann & Nancy Wilson, Steve Winwood, Ron Wood, ZZ Top

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