



The Perfect Experience / —

PRESS Release

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Performances on February 29 and March 1, 2008



JVC Jazz Festival with Blue Note TOKYO 20th

JVC collaborates on Blue Note Tokyo 20th anniversary celebration kickoff event

Victor Company of Japan, Ltd. (JVC) has announced that it will hold “JVC Jazz Festival with Blue Note TOKYO 20th” on February 29 and March 1 (Friday / Saturday). As the Japan sessions of the world famous JVC Jazz Festival, this event will take place at Orchard Hall in the Bunkamura complex in the Shibuya district of Tokyo.

One of Japan’s best known and most popular jazz clubs, Blue Note Tokyo will mark its 20th anniversary in November of next year. To kick off the anniversary celebrations, a collaborative program called “BLUE NOTE TOKYO SESSION 20th Anniversary KICK OFF” will be held from February 6 to March 23. “JVC Jazz Festival with Blue Note TOKYO 20th” will be the main event in this program. World-class jazz artists will be invited to perform and deliver an exciting music experience to Japanese jazz fans.

The JVC Jazz Festival is one of the biggest events in the jazz world. It has been held annually at locations throughout the world since 1984, when JVC took over sponsorship of the famous Newport Jazz Festival, which had gained fame when it was featured in the movie “Jazz on a Summer’s Day”, filmed in 1958. In 2007, the JVC Jazz Festival thrilled jazz fans in four countries with live performances in the nine cities of Newport, Miami, New York, Chicago, Concord (CA), Los Angeles, Rotterdam, Paris, and Warsaw, produced by the organizers of all JVC Jazz Festivals since 1984 - the Festival Productions Division of The Festival Network in New York.

The JVC Jazz Festival marked its 20th year in 2004 by making its first appearance in Japan. The “JVC Jazz Festival with Blue Note TOKYO 20th” will be the festival’s third visit to Japan.

Many world-class jazz artists will perform. Appearances by THE CRUSADERS, HARVEY MAYSON, TONY MONACO&PAT MARTINO, INCOGNITO, JUNKO ONISHI, Dave Koz and Jammin’ Zeb are planned.



< THE CRUSADERS >



< HARVEY MAYSON, TONY MONACO & PAT MARTINO >



< INCOGNITO >



< JUNKO ONISHI >



< Dave Koz >



< Jammin' Zeb >

Under its brand statement “The Perfect Experience,” JVC endeavors to provide its customers with “truly moving experiences and total satisfaction.” In line with this policy, JVC holds the JVC Jazz Festival as a corporate cultural activity aimed at sharing moving experiences with customers by communicating inspiration through the software and hardware of music.

Jazz combines entertainment with a high level of artistry requiring sophisticated musical sense and consummate skill. Embodying the idea expressed in JVC’s brand statement, it is a music genre perfectly suited to expressing the high quality, sophistication, originality, and rich feeling that are JVC’s goals.

JVC strives for urbane, refined, and highly polished music. Jazz fans seek a deeply human, experienced and personal sound. Based on the concept of “pursuit of the artist’s original sound”, the JVC Jazz Festival offers an opportunity for both to share the passion.

■ JVC Jazz Festival with Blue Note TOKYO 20th details

- Organization: JVC Jazz Festival Tokyo Executive Committee
- Sponsor: Victor Company of Japan, Ltd. (JVC)
- Dates: February 29 (Friday) to March 1 (Saturday)
- Venue: Orchard Hall (Bunkamura)
2-24-1 Dogenzaka, Shibuya-ku, Tokyo 150-8507, Japan
Tel: +81-(0)3-3477-9111 (the key number)
- Performances: Feb. 29 (Fri.) 18:30 Start
 - HARVEY MAYSON, TONY MONACO & PAT MARTINO
 - Dave Koz with FRIENDS
- Mar. 1 (Sat.) 13:00 Start
 - Jammin’ Zeb / ○ INCOGNITO
- 18:30 Start
 - HARVEY MAYSON, TONY MONACO & PAT MARTINO
 - THE CRUSADERS / ○ JUNKO ONISHI

* Performance times, programs, and performers are subject to change.

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Reference

■ 2007 JVC Jazz Festival Dates and Cities

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|----------------|-----------|-----------------|-------------|
| • May 17-19 | Miami | • August 18 | Concord |
| • June 17-30 | New York | • August 19 | Los Angeles |
| • July 13-15 | Rotterdam | • October 13-21 | Paris |
| • July 20-21 | Chicago | • November 4-8 | Warsaw |
| • August 10-12 | Newport | | |

■ History of the JVC Jazz Festival

- On of the jazz world's biggest events, the JVC Jazz Festival has been held throughout the world every year since 1984, when JVC—following its policy of "cherishing a love of music"—took over sponsorship of the Newport Jazz Festival, which had gained fame when it was featured in the movie "Jazz on a Summer's Day", filmed in 1958.
- In the years since its debut in Newport in 1984, the JVC Jazz Festival has been held in New York, in various cities on U.S. tours, and in many other cities such as London (U.K.), Nice (France), and The Hague (Netherlands).
- Over the 24 years from 1984 to 2007, JVC Jazz Festivals have been staged over 200 times, playing to approximately five million people. The producer of these Festivals outside Japan has been JVC's Partner, the traditional creator of the JVC Jazz Festivals, Festival Productions Incorporated (FPI). Founded by impresario George Wein, Festival Productions has been producing music events for over 45 years. Mr. Wein originated outdoor music festivals in 1954 with the Newport Jazz Festival, which continues today as JVC Jazz Festival-Newport, R.I.

JVC Jazz Festival official site URL: <http://www.jvc-victor.co.jp/english/jazz/>

Victor Jazz Café site URL: <http://jazzcafe.victor.jp/> (Japanese)

■ BLUE NOTE TOKYO SESSION 20th Anniversary KICK OFF

The jazz club Blue Note Tokyo will mark its 20th anniversary in November 2008. In collaboration with jazz festivals held across Asia, world-class jazz artists will perform at various venues as part of a program to kick off Blue Note Tokyo's anniversary celebrations. In addition, there will be a "live-music restaurant" where a variety of good music can be enjoyed along with good food.

Venue: Blue Note Tokyo

Period: February 6 (Wednesday) to March 23 (Sunday), 2008

* For performance schedule details, please see the website. (URL <http://bluenote.co.jp>)

Performers: SERGIO MENDES, THE BAD PLUS, ELIANE ELIAS, THE CRUSADERS, INCOGNITO, CHICO & THE GYPSIES, OMAR SOSA AFREECANOS QUARTET, and others.

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