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For Immediate Release

September 20, 2012

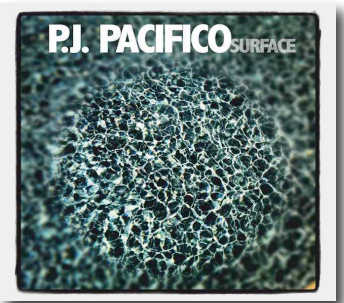


Early Radio Strength, Vevo Video Premieres, Favorable Reviews & International Successes Drive 9/25 Release of P.J. Pacifico's 'Surface'

"Pacifico At His Best"

Early radio strength, including a #33 placement on the nation's **Top 40 Indie Chart**, has preceded Viper Record's 9/25 release of **P.J. Pacifico's 'Surface'**. The album's first two singles, the cinematic 'Champions & Guardians' and the propulsive 'Half Wishing', have both earned VEVO video premieres, and pre-release reviews have described the album as ***"emotionally honest and sincere,"*** highlighting tracks as ***"Pacifico at his best."*** In addition to this early traction in the U.S., Pacifico has become somewhat of a radio phenomenon in Holland, following his recent tour of the Netherlands. More details follow.

With influences including **The Smiths, Morrissey** and **Del Amitri**, Pacifico delivers a sure-handed nine-song pop-rock collection, using personal experiences as a spark but ultimately crafting universal tales of survival, a belief in hard work, paying your dues and forward motion. Listen to audio samples, here: <http://soundcloud.com/p-j-pacifico/sets/p-j-pacifico-surface-sampler/>. His evolution as a songwriter is evident on the abovementioned singles, the reflective, winning title track 'Surface', and 'It'll Never End', a song with subtle references to mortality and to Pacifico's appreciation of life as a cancer survivor. 'Surface' also includes one inspired cover, Pacifico's modern take on **Christopher Cross'** seminal 'Sailing'.



Watch the video for Top 40 Hit 'Half Wishing' on Vevo:

<http://www.vevo.com/watch/pj-pacifico/half-wishing/USA2P1251006>

Watch the video for 'Champions and Guardians' on Vevo:

<http://www.vevo.com/watch/pj-pacifico/champions-guardians/USA2P1212361>

U.S. Radio and International Bullet Points:

- **Half Wishing is #33 IN THE NATION! / TOP 40 U.S. INDIE CHART / SEPT 10**
- **#15 National Airplay Top 50 Independent Chart – SEPT 15 – Half Wishing**
- **Half Wishing on the MEDIABASE add board for singles amongst Pink, No Doubt and Matchbox 20.**
- **'Champions & Guardians' video spent two weeks at #2 on the Pop 100 charts in Holland and is currently sitting at #5.**
- **NME Magazine posted the video as well in the UK: <http://www.nme.com/nme-video/youtube/id/C1diD7mGaNo/search/champions>**



BLOGCRITICS – by Jack Goodstein, 8/27/12 (excerpts)
<http://blogcritics.org/music/article/music-review-pj-pacifico-surface/>

"...a song like "Something Nobody Knows" is Pacifico at his best. It is based on an objective image—releasing a balloon with a note on the end of its string. It may be open to individual interpretation, but as a metaphor, it is precise. It is brilliant in its simplicity. "Lucky Bound," with its image of reaching for the brass ring on a carousel, does much the same thing. "Hold Me, Austin," which is based on the singer's reaction to something he read in a free newspaper when he arrived to perform in what I would assume was South by Southwest, is as emotionally honest and sincere as anything on his earlier albums. The ninth song on the album is an excellent cover of Chris Cross's "Sailing." These are more examples of Pacifico at his best.

As with all of P.J. Pacifico's music, the more I listen to this new album, the more I like it. If I don't always understand his meaning in a given lyric, I do always appreciate his serious intent."



NORWALK HOUR – CT – Interview
P.J. Pacifico's tour brings him homeward bound By Mike Horyczun, 9/12/12
http://www.thehour.com/entertainment/weekend/p-j-pacifico-s-tour-brings-him-homeward-bound/article_e975c615-72e9-5f69-8d76-fb819f075fd6.html

P.J. Pacifico spent most of last year on the road, performing on the east coast, throughout the mid-Atlantic states and in Europe.

"I toured Belgium and Holland in the spring, and I'm going back to Holland for a week of shows in October," said the singer-songwriter and recording artist, who lives in Norwalk. This weekend, his concert schedule brings him a little closer to home, when he headlines at the Fairfield Theatre Company at 7:45 p.m. on Friday, SEPT. 14. Tickets are \$21 at the door.

Pacifico is one of the area's most popular and successful musical artists. His critically acclaimed pop-rock recordings have been well received on national radio charts, his music videos are in web rotation and accumulating thousands of views, and he's in constant demand as a solo performer or with a full band backing him up, like it will at the FTC show. He's played the Gathering of the Vibes main stage and other local festivals and seems to be always travelling with his music from places as far away as Nashville to, as he said, Holland. But there's nothing like home, and a home town audience. "It's a special feeling to feel the energy from a home town crowd," he said. "I love performing at FTC. The staff is like family, and so is the crowd. I wouldn't have a career, if it weren't for the support of my home town fans. Plus, it's a 15-minute ride to

the venue, with my own bed at the end of the night."

Pacifico keeps very busy as a recording artist, too. His 2011 disc, "Outlet," a studio disc on Viper Records, earned him great reviews, and the single, "Heads Up," spent over a month on radio's Triple A Top 200 charts. He recorded a live performance at a Southport folk concert last May and released it as a free download, "The Live EP," at www.viperrecords.com. A hard copy is also free. Now, he's focusing on "Surface," a brand new studio effort. "I have a distribution deal with Universal Music Group's indie arm of distribution, INgrooves/Fontana. So, I'm staying indie on Viper Records, but with major label distribution," said Pacifico. "It will be out Tuesday, September 25th and will be available on iTunes and all download sites." The songwriter also reports that there's already advance buzz. "The first video for 'Champions & Guardians' was premiered by VEVO and has 65,000 views in less than a month and climbing," he said. "The first single, 'Half Wishing,' has cracked the Top 40 on the digital charts at #38, and it's on the MEDIABASE add board for singles amongst Pink, No Doubt and Matchbox 20. The 'Champions & Guardians' video spent two weeks at #2 on the Pop 100 charts in Holland and is currently sitting at #5. VEVO will also premier the new video for 'Half Wishing' on September 18th."

Record-Journal

THE RECORD-JOURNAL in CT

By Jim Pasinski, 8/17/12 - CD Review

<http://jpsmusicblog.blogspot.com/2012/08/cd-review-new-hot-music-coming-from.html>

Connecticut's own P.J. Pacifico is not slowing down, he released his last studio album, "Outlet" last year and released a live EP earlier this year and now P.J. is ready to release his fifth studio album entitled "Surface." The new album was produced by Andy Abel and will be released on September 25 through Viper Records.

The nine-song album begins with the very polished, pop-rock sound of "Half Wishing." P.J.'s voice just seems to get better and more mature sounding with every release. His songwriting also continues to grow as in "Champions & Guardians" as his lyrics just wrap you up and take you on a journey. His voice is so warm and tender on the title song, "Surface" that you can't help but get lost in the song. P.J. pays tribute to one of his idols with an inspiring cover of Christopher Cross' "Sailing," before continuing on with the powerful "It'll Never End" about surviving cancer. The album closes with another heartfelt, acoustic ballad "Hold Me, Austin" featuring Garrison Starr on vocals. P.J. Pacifico is currently on an east coast tour that will run through mid-October. He will be performing all over Connecticut in the month of September, so be sure to check him out in your area. For a complete list of dates, please visit pjpacifico.com.

Connecticut-native Pacifico was also recently highlighted in the **Westport**

News: <http://www.westport-news.com/news/article/Acoustic-rhythms-on-a-stormy-night-downtown-3798361.php#photo-3343954>

UPCOMING TOUR SCHEDULE:

9/21 - Salt Hill Pub - Hanover, NH
9/22 - Salt Hill Pub - Lebanon, NH
9/24 - Little Pub - Ridgefield, CT
9/27 - Burlap & Bean - Newtown, PA
9/28 - Private Event - New Canaan, CT
10/1 - Barking Spider - Cleveland, OH
10/3 - Uncommon Ground (Clark) - Chicago, IL
10/4 - Uncle Slayton's - Louisville, KY
10/5 - Bluebird Cafe - Nashville, TN
10/6 - House Concert - Atlanta, GA

10/7 - Barcelona - Atlanta, GA
10/10 - Fischer's Pub - John's Island, SC
10/11 - Home Team BBQ - Charleston, SC
10/12 - Smiley's - Greenville, SC
10/13 - House Concert - Wilmington, NC
10/18 - Hedon - Zwolle, Netherlands
10/19 - Living Room Concert - Waspik, Netherlands
10/21 - Living Room Concert - Diessen, Netherlands
11/2 - Aldrich Museum - Ridgefield, CT

Over the past couple of years, Pacifico has evolved from beloved under-the-radar, CT road warrior to an internationally-respected indie to be reckoned with, praised in such media outlets as **M Music & Musicians Magazine**, **iTunes Editorial**, and scores of other print, web and television placements throughout the U.S. Reviewers have repeatedly compared him to **Paul Simon**, **James Taylor**, **Matthew Sweet** and others, while embracing his live performance chops and upbeat, radio-friendly songwriting.

Pacifico's acclaimed last album was a live, solo acoustic EP, offered as a free download by Viper Records (www.viperrecords.com). The songs were recorded in direct response to his fans' wishes, and captured Pacifico in concert (in a church!) unadorned and raw. Critics weighed with universal raves: the album is *"a great testament to P.J.'s talents for performing live. His voice is in perfect form..."* *"He may sound like James Taylor, but he writes like Paul Simon — stubbornly hopeful but pulling absolutely no punches, and sometimes filled with doubt."* *"It is not every artist that can hold the stage on his own; P. J. Pacifico has absolutely no problem..."* He performed on ABC-TV's CT STYLE in Connecticut last month: http://www.wtnh.com/dpp/ct_style/pj-pacifico#.T_2Gp2DZe_E



Pacifico regularly tours the U.S., and, as mentioned above, recently made his concert debut in Belgium and the Netherlands. He was included in a **GOURMET MAGAZINE** article about musicians and their eating habits while on tour:



GOURMET MAGAZINE -

Concert Tours Get a Health Kick By Lisa Tolin 5/2/12
<http://www.gourmet.com/food/gourmetlive/2012/050212/concert-tours-get-a-health-kick> (excerpt below, full article via link above):

*Unless, that is, you really need some potato chips. Singer-songwriter **P. J. Pacifico** remembers hearing Barbra Streisand say in an interview that whenever she has trouble with her throat, she eats original Lay's potato chips. Streisand's publicist told us she has no such routine, but no matter—it worked for Pacifico. "They have to be the original plain ones in the yellow bag," he adds. Actress and R&B singer Christina Milian says she, too, has turned to potato chips, though her current recommendation is a little more orthodox: When she's backstage at NBC's *The Voice*, where she is the*

social-media correspondent, she points contestants to Throat Coat tea. This licorice-root tea made by Traditional Medicinals is another frequent request on tour riders. "You can actually feel it coat your throat as you drink it," Van Etten reports.

During 2011 and early 2012, Pacifico was embraced by national and regional media, made multiple television appearances, and cemented his presence as an important new voice on the music scene. Critics have put Pacifico in heady company, with repeated comparisons to such performers as **Paul Simon, James Taylor, Duncan Sheik, Evan Dando, Lemonheads, Toad the Wet Sprocket, Matthew Sweet, Gin Blossoms** and more. **iTunes Editorial** buzzed that 'Outlet' contains "*bright folk and pop songs that explode with hooks,*" and **M Music & Musicians Magazine** simply stated that Pacifico "*could be huge.*" Viper's promotional Ad for 'Fold Up Your Heart' aired on **NBC-TV, ABC-TV & Lifetime Network**: http://www.youtube.com/watch?v=0STKUwg9i7w&feature=player_embedded
Get a further taste of 'Outlet' via this music video for the standout track, 'Lakeshore Drive': http://www.youtube.com/watch?v=cnG_nyF6yGk. Behind-the-scenes footage and interview here, via *HIP Video Spotlight*: <http://www.youtube.com/watch?v=jn5Cy4muoo4>. Watch the official music video for 'Heads Up': <http://www.youtube.com/watch?v=XHlwTtsZg9M>



M MUSIC & MUSICIANS MAGAZINE – CD REVIEW
<http://mmusicmag.com/m/2011/07/p-j-pacifico/>

iTunes Editorial Review

<http://itunes.apple.com/us/album/outlet/id441868753>



Yahoo News syndicated Pacifico's live performance and interview on **ABC-TV News 'Great Day Live'** in Louisville:
<http://news.yahoo.com/video/louisvillewhastv11-15750817/music-by-p-j-pacifico-27092169.html>



FOX TV News featured Pacifico during a tour stop in Birmingham:
<http://www.myfoxdal.com/category/195956/video-landing-page?clipId=6357897&autostart=true>



The **ABC-TV** affiliate in Rochester, NY featured a lengthy interview and performance segment by Pacifico:
<http://www.13wham.com/mediacenter/local.aspx?videoId=2982251&navCatId=389-pacifico>

THE CW NETWORK/WGN-TV live performance:
<http://www.wgntv.com/news/liveperformances/wgntv-music-lounge-pj-pacifico,0,1972376.story>



Coverage of P.J. Pacifico's recent releases includes:



SOMETHING ELSE REVIEWS

<http://somethingelserreviews.com/2012/05/21/p-j-pacifico-the-live-ep-2012/> by Nick DeRiso 5/21/12



Technorati, syndicated via **Blogcritics** –

By Jack Goodstein, 5/2012

<http://technorati.com/entertainment/music/article/new-p-j-pacifico-ep-to/>

New P. J. Pacifico EP to be Available for Free Download



THE RECORD-JOURNAL – CT

BY JIM PASINSKI MAY 7, 2012

<http://jpsmusicblog.blogspot.com/2012/05/cd-review-pj-pacifico-pleases-fans-with.html>



THE STAMFORD TIMES/NORWALK HOUR (CT)

P.J. Pacifico loves to come home to perform

By ERIK OFGANG - 08/11/2011 <http://www.thestamfordtimes.com/story/509540>



BLOGTALK RADIO - *iTunes Podcast* - Lengthy interview segment –

<http://www.blogtalkradio.com/conxroad/2011/08/23/pj-pacifico-on-conversation-crossroads-indieevening>

Pacifico also received favorable reviews and/or previews via:

WESTPORT NEWS preview with color photo:

<http://www.westport-news.com/news/article/Things-to-do-in-Westport-this-weekend-1910057.php>

Louisville CD review: http://live-old-louisville-coffeehouse.blogspot.com/2011/09/p_19.html

MUSIC REMEDY – Single review of 'Lakeshore Drive':

<http://musicremedy.com/p/pj-pacifico/songs/lakeshore-drive-55467.html>

STOWE TODAY – preview:

http://www.stowetoday.com/this_week/music/article_be8f5f14-b2fe-11e0-be94-001cc4c03286.html



P.J. Pacifico on FOX6 News at Noon – Interview and Performance

<http://www.youtube.com/watch?v=tkvQOZsoNxM&feature=youtu.be>



STAMFORD ADVOCATE

P.J. Pacifico connects to fans through his music By Scott Gargan, June 28, 2011

<http://www.stamfordadvocate.com/news/article/P-J-Pacifico-connects-to-fans-through-his-music-1444427.php>

Also ran here: <http://www.newstimes.com/news/article/P-J-Pacifico-connects-to-fans-through-his-music-1444427.php>



CONNECTICUT MAGAZINE Concert Preview

<http://www.connecticutmag.com/Connecticut-Magazine/Calendar/index.php/name/PJ-Pacifico/event/9924/>



NORWALK CITIZEN

The love of his life inspires Pacifico's latest CD

By Karen Kovacs Dydzuhn, June 22, 2011

<http://www.norwalkcitizenonline.com/news/article/The-love-of-his-life-inspires-Pacifico-s-latest-CD-1431720.php>

Also ran here:

<http://www.newcanaannewsonline.com/entertainment/article/The-love-of-his-life-inspires-Pacifico-s-latest-CD-1438856.php>



BLOGCRITICS – CD REVIEW

By Jack Goodstein 5/4/11

<http://blogcritics.org/music/article/music-review-p-j-pacifico-outlet/>

Seattle PI: <http://www.seattlepi.com/default/article/Music-Review-P-J-Pacifico-Outlet-1365364.php>



WILDYSWORLD – 4-Star CD Review

By Wildy Haskell, May 23,

2011 <http://wildysworld.blogspot.com/2011/05/pj-pacifico-outlet.html>



SomethingElseReviews – ‘Sneak Peek Track’

By Nick DeRiso, May 4, 2011

<http://somethingelserreviews.com/2011/05/04/something-else-sneak-peek-p-j-pacifico-waiting-2011/> Also syndicated via **All About**

Jazz and elsewhere: <http://www2.allaboutjazz.com/php/news.php?id=80773>



THE HARTFORD ADVOCATE

Ear Might: P.J. Pacifico Talks a New Record and an Old Habit

By Dan Barry May 4, 2011

<http://www.hartfordadvocate.com/entertainment/music/ht-ear-might-pj-pacifico-talks-a-new-record-and-an-old-habit-20110504.0,617014.story>



MELODIC.NET Interview feature

By Rickard Holmgren, May 19, 2011

<http://www.melodic.net/?page=interview&id=366>



THE RECORD-JOURNAL (CT)

By Jim Pasinski – May 6, 2011 - JP’s Music Blog

<http://jpsmusicblog.blogspot.com/2011/05/cd-review-pj-pacifico-gives-us-outlet.html>



NORWALK CT – THE HOUR

May 5, 2011 <http://www.thehour.com/story/504098>

More About P.J. Pacifico

Critically acclaimed singer-songwriter P.J. Pacifico’s sound has been described as “a jam session between James Taylor and Matthew Sweet,” with some classic rock influences thrown in for good

measure. His songs feel immediately familiar and comfortable; straight from the heart and sure to get stuck in your head. Pacifico tours on a regular basis - a series of solo and full band dates; both as a headliner and as an opening act for several certified legends. has shared the stage with Crosby, Stills & Nash, Lynyrd Skynyrd, Sugarland, Hank Williams Jr., Levon Helm, Leon Russell, Bob Weir & Ratdog, The Wailers, The Low Anthem, Donavon Frankenreiter, Dar Williams, Guster, moe., Ryan Shaw, and Sean Kelly of The Samples. 2011's 'Outlet' was his third release, following his sophomore effort, "Always & Everywhere", and his 2005 solo debut "Well I'll Be". His trademark brand of warm, inviting, hook-filled songs, the themes of love and survival, redemption and recovery, have endeared him to a growing number of fans from coast-to-coast. He saw breakthrough success with 'Outlet', and looks to build on the growth with the strong new album, 'Surface'.

visit - <http://www.pjpacifico.com/new/>

visit: www.viperrecords.com

For more information about P.J. Pacifico, or for a review copy of SURFACE, contact
sethcohenpr@earthlink.net. www.sethcohenpr.com