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CANADA SHOWS LOVE FOR *LOVERBOY*

Iconic '80s rock band to be honoured at The 2009 JUNO Awards with induction to the Canadian Music Hall of Fame

VANCOUVER, BC (November 20, 2008) - Today at a JUNO Awards media conference held in Vancouver, BC, The Canadian Academy of Recording Arts and Sciences (CARAS) announced this year's Canadian Music Hall of Fame inductee, **Loverboy**. The original members of the band (with the exception of the late Scott Smith) were in attendance, and will be honoured during the live broadcast of Canada's Music Awards, *The 2009 JUNO Awards*, on **Sunday, March 29** on CTV.

Loverboy's reign as MTV darlings during the '80s decade influenced an entire generation of rock fans with their trademark image and live-energy shows. Driven by the powerful vocals of **Mike Reno**, the relentless rock groove of lead guitarist **Paul Dean**, the late **Scott Smith** on bass, keyboardist **Doug Johnson** and drummer **Matt Frenette**, Loverboy captivated legions of loyal fans and defined an era of party rock.

"We are honoured to celebrate Loverboy's induction into the Canadian Music Hall of Fame," said Melanie Berry, President of CARAS. "Loverboy's high-octane rock and spirited lyrics continue to resonate with audiences worldwide."

"One of my most memorable Juno moments was winning Producer of the Year with the late great Bruce Fairbairn. Now being recognized by the Canadian Music Hall of Fame – that's very cool," said Paul Dean.

"For me, as a member of Loverboy it is a great honour to be in the company of such great artists who came before me," said Mike Reno.

Formed out of Calgary, AB, Loverboy signed their first deal with Columbia Records Canada in 1980 and immediately went into the studio with legendary producer Bruce Fairbairn and 2007 Canadian Music Hall of Fame recipient Bob Rock to record their self-titled debut album. Releasing hits such as "**Turn Me Loose**" and "**The Kid Is Hot Tonite**," *LOVERBOY* flew off the shelves setting record sales for a debut album at the time with over 700,000 albums sold in Canada. Soon after its U.S. release, the album surpassed 2 million copies in North America and 4 million worldwide.

At the 1982 JUNO Awards, Loverboy's album garnered an unprecedented six wins in one night -- a record that still holds today. That year their self-titled release, *LOVERBOY*, won for Album of the Year, Single of the Year ("Turn Me Loose"), Group of the Year, Producer of the Year, Composer of the Year and Engineer of the Year. The band subsequently garnered two more consecutive wins for Group of the Year (1983, 1984) and another JUNO Award for Album of the Year in 1983 (*GET LUCKY*).

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Loverboy struck platinum yet again with their sophomore release, *GET LUCKY (1981)*, featuring the mega party anthem, **"Everybody's Working For The Weekend,"** a song entrenched in popular culture and a mantra for the working masses. From 1980 through 1987, the band released several gold albums and four multi-platinum bestsellers featuring such classics as **"Hot Girls in Love," "When It's Over"** and **"This Could Be The Night,"** as well as the smash hit **"Heaven In Your Eyes"** recorded for the motion picture *Top Gun*.

On stage, Loverboy delivered an unmatched explosion of energy, skill, style and showmanship that established the group as one of rock 'n roll's greatest live acts, not to mention the reputation as one of the hardest working bands around. Loverboy played more than 200 shows in 1980, embarked on an eight-month world tour in 1983 to promote their third album *KEEP IT UP*, and hit 100 cities across North America with the release of the band's fourth instalment, *LOVIN' EVERY MINUTE OF IT (1985)*.

The band catapulted to become one of the top five grossing touring acts and was the first Canadian group to be awarded Columbia Records' Crystal Globe Award for selling over 5 million records outside their native country.

After a decade of success the band took a much-deserved break, but soon took back to the stage for a benefit concert in 1992 for friend and fellow recording artist Brian 'Too Loud' MacLeod. Music fans and industry professionals were blown away by Loverboy's performance, prompting the band's decision to tour again, playing over 100 shows annually.

At the start of the new millennium, the band suffered a tragic loss when founding bassist Scott Smith lost his life in a boating accident and was declared lost at sea on November 30, 2000. The surviving members came together, with the introduction of new bassist **Ken "Spider" Sinnaeve**, and dedicated the live release album of their greatest hits, *LIVE, LOUD & LOOSE* to the memory of Smith.

In 2005, Loverboy marked their silver anniversary. To celebrate the milestone, the band embarked on a North American summer tour performing their greatest hits over the last 25 years, and took the opportunity to introduce their fans to some new songs that they'd been experimenting with. The audience response to Loverboy's new material was overwhelmingly positive and inspired the band to return to the studio after more than 10 years.

Their tough-rocking 2007 release, *JUST GETTING STARTED*, marked a creative new chapter in the long history of Loverboy -- a legendary group that has sold over 20 million records worldwide and touched generations of music fans. The band continues to tour on average of 60 to 80 shows a year across North America, testimony of their lasting popularity and longevity in the music business.

The Canadian Music Hall of Fame was established in 1978 and recognizes Canadian artists that have attained commercial success while having a positive impact on the Canadian music scene here at home and around the world. Loverboy will join the ranks among Canadian music icons including Anne Murray, Bruce Cockburn, Daniel Lanois, Hank Snow, Joni Mitchell, Leonard Cohen, Neil Young, Oscar Petersen, Tom Cochrane, and 2008 recipients Triumph, in the Canadian Music Hall of Fame.

For a complete list of the Canadian Music Hall of Fame recipients, information on The 2009 JUNO Awards, or to download photos of Loverboy, go to www.junoawards.ca.

Sponsors of *The 2009 JUNO Awards* include FACTOR, Canada's Private Radio Broadcasters and the Government of Canada through the Department of Canadian Heritage's "Canada Music Fund," The Province of British Columbia, The City of Vancouver, Music BC and Radio Starmaker Fund.

About CARAS:

The Canadian Academy of Recording Arts and Sciences/L'academie canadienne des arts et des sciences de l'enregistrement (CARAS) is a not-for-profit organization created to preserve and enhance the Canadian music and recording industries and to contribute toward higher artistic and industry standards. The main focus of CARAS is the exploration and development of opportunities to showcase and promote Canadian artists and music through vehicles such as The JUNO Awards. For more information on the 38th Annual JUNO Awards or The Canadian Academy of Recording Arts and Sciences' (CARAS) please visit our websites at www.carasonline.ca and www.junoawards.ca.

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