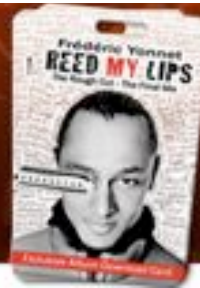


THE Frédéric Yonnet
REED MY LIPS TOUR
BOOKING DATES NOW!



Dear Writer,

Don't miss the chance to introduce your readers to one of the most impressive talents on the instrumental music scene today -- **Frédéric Yonnet**. Using an instrument that may have owned but few have mastered, Yonnet skillfully presents soulful sounds with fire and energy... all on the harmonica! His current project, *Reed My Lips*, blends jazz, R&B with hip-hop beats to create a fresh, new sound that appeals to a broad audience.

Yonnet recently toured with music icon **Prince** and has performed duets with **Stevie Wonder, Erykah Badu, David Foster, India.Arie, John Legend, Pattie Austin** and many other notable soul and jazz artists. While *Rolling Stone* magazine describes him as **Prince's** "killer harmonica player", however Yonnet is hardly a sideman. Instead, he uses the harmonica as a lead instrument and the results are mind-blowing!

Enclosed is some information on Yonnet. Depending on your focus, the bullets below might stimulate some story angles.

- *Music* – Meet the musicians on a mission to change/expand the way musicians and enthusiasts regard the harmonica.
- *Innovation* – What goes on inside the creative process? How has technology made it easier or more difficult to be creative?
- *Business* – How artists are developing creative marketing and financing tactics to deliver when the labels won't.
- *Medical* – How the harmonica helped Yonnet overcome his childhood struggle with asthma.
- *Fashion* – Who ever thought of the harmonica as making a fashion statement? Yonnet teams up with designer Hans Ubbink and others to make the harmonica hip and fashionable.

Be sure to check out music and video samples on www.fredyonnet.com. If you are interested in featuring Yonnet in your upcoming issue please contact me. I look forward to speaking with you.

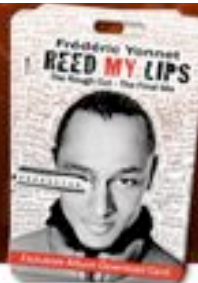
Thanks,

A handwritten signature in black ink that reads 'Carla Sims'. The signature is written in a cursive, flowing style.

Carla Sims
Partner | FYI Music Group
202.547.8313 office
carla@fredyonnet.com

THE Frédéric Yonnet REED MY LIPS TOUR

BOOKING DATES NOW!



Things You Should Know...

Music Style

- Urban Jazz – A head-knocking blend of Contemporary Jazz, R&B, Funk, Rock and Hip-Hop.
- Electronic House Music – Yonnet, DJ Ravine, of the famed Buddah Bar and percussionist Patrick Ferac create an atmosphere that mystically transitions from world lounge to electronic house music.

The Band and Crew

- Full Band Configuration: Eight (8) pieces: Harmonica, Keyboard, Bass, Drums, Guitar and Horn section.
- Standard Configuration - Five (5) pieces: Harmonica, Keyboard, Bass, Drums and Guitar.
- Optional configurations include: Percussions (1), Electric Violin (1), DJ and Vocalist (1-3). Crew: 1-3 depending on show.
- Electronic House Band Configuration: Three (3) pieces: Harmonica, Percussion and DJ.

The Show:

The standard show, which includes one or two sets, ranges from 60-120 minutes.

The Set

- Our full and standard band configurations perform a mix of originals and contemporary jazz, funk and R&B favorites.
- Our "Mixed Tape" set features Yonnet, the band and a DJ mixing beats and pre-recorded vocals to live instrumentation. This set is perfectly suited for events that demand the best of both worlds –jazz, lounge and dance music.

Music & Video Samples

Check out music samples on iTunes and view videos on YouTube.com:

Yonnet w/ Prince in Arras, France-

http://www.youtube.com/watch?v=parq3H9WGbQ&feature=youtube_gdata_player

Yonnet w/ Dave Chappelle @ Bluesfest - www.youtube.com/watch?v=eRNDIVJ4n0w

Yonnet w/ Stevie Wonder in Paris - www.youtube.com/watch?v=PLxclfydA4k

Yonnet w/ Grand Corps Malade: <http://www.youtube.com/watch?v=lgGCUwEFaI8>

Yonnet performs on the National Mall - <http://www.youtube.com/watch?v=lcIJzYM9478>

Yonnet with Erykah Badu @ Bluesfest - www.youtube.com/watch?v=cTLUdiGJVYc

Yonnet w/ Erykah Badu in Paris - www.youtube.com/watch?v=VeNjpc4a_ZE

Style Guidelines

Please represent the performing artist's name as "**Frédéric Yonnet**" with accents over "e". The last name is pronounced, "Yo-nay". When FREDERIC is written in ALL CAPS, the accents are not required.

Description/Promotion

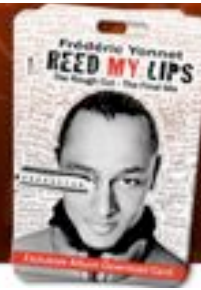
The performing artist should be referred to as "Frédéric Yonnet," or "Yonnet" not "Fred Yonnet" If a description is necessary include "Urban Jazz Harmonicist." Please do not add descriptors such as "Quartet" or "Band".

Publicity Images

High-resolution publicity photos for your promotional and media use can be downloaded from www.fredyonnet.com. If you need exclusive images, contact Carla@fredyonnet.com.

THE Frédéric Yonnet REED MY LIPS TOUR

BOOKING DATES NOW!



BIOGRAPHY: FREDERIC YONNET

Using an instrument that many have owned but few have mastered, urban jazz harmonicist **Frédéric Yonnet**'s musical skills and stage presence crushes every preconceived notion that you've ever had about the harmonica.

Regarded for decades as the choice instrument of street musicians and loners who wanted to express themselves through country music or the blues, in Yonnet's hands it becomes something else entirely: a lead voice in urban jazz, R&B and hip-hop. With each performance, stereotypical walls come tumbling down as Yonnet presents the harmonica in a refreshing and modern context. It's stylish. It's cool. It's brilliant.

Just listen to his sound. It funks. It rocks. It hips and hops. It grooves. It sways. It testifies. It prays. It has a reverence for gospel, blues and jazz while appealing to a generation bred on pop rock and hip-hop.

His impressive style has led to performances, tours and recordings with some of the heaviest hitters in the business including the legendary **Stevie Wonder**, music icon **Prince**, award-winning songwriter **David Foster**, game-changing instrumentalist **Kenny G**, American Idol's **Randy Jackson**, and R&B artists **Erykah Badu**, **Wyclef**, **Indie.Arie**, and **John Legend**. *Rolling Stone* magazine referred to Yonnet as "Prince's killer harmonica player" and praise from comedian **Dave Chappelle**, contemporary jazzman **Bob James**, songstress **Patti Austin** and producer **Pharrell Williams** have affirmed his mission to change the way the music industry, musicians and enthusiasts regard the pocket-size reed instrument.

Born in Normandy, France, to a Parisian father and French Guyanese Creole mother, Yonnet lived in and around Paris most of his life. As a child, he and his dad performed comedy in theaters throughout France. By 14, he decided to literally march to the beat of his own drum. After a short stint as a drummer, Yonnet revisited an instrument he'd received as a child: the harmonica. "I got kicked out of bands because I kept trying to play the melody on the drums," said Yonnet. "On the harmonica I can play both the melody and the rhythm. Plus they're lighter to carry."

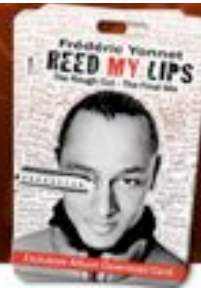
These days, the U.S.-based Yonnet travels with pedal boards, mixers, amps, microphones and more than 50 diatonic harmonicas. "I'm pretty intense on the harmonica and I like to have the 'sharpest ax' at all times." And he's not afraid to wield it. There aren't many musicians who would go tête-à-tête with **Stevie Wonder** on the harmonica, but Yonnet has proved himself more than capable. "Frédéric Yonnet — a Wonder disciple — had a crazy harmonica duel that almost sent Stevie flying off the stage in a frenzy," said Fox News following their performance at Madison Square Garden. Without a doubt, Wonder's friendship has been Yonnet's biggest musical inspiration.

It was at Wonder's Garden show in 2007 that Prince first witnessed Yonnet's musical skills, panache and stage presence. It would be months before their paths crossed again, but when they did, Prince seized the opportunity to have Yonnet jam with him and his band at a house party. "Genius recognizes genius," said saxophonist Mike Phillips, who performed with them that night and witnessed the energy that Yonnet brought to the band. Since then, Yonnet has recorded with Prince and performed with him as a featured guest at numerous shows, including *The Tonight Show with Jay Leno* and on Prince's 20Ten European tour.

While Yonnet enjoys the excitement of performing with some of the world's greatest music legends, he knows that it's his musical mastery — along with innovative collaborations and solo projects — that will earn him recognition as one of the greatest harmonica players in the world.

THE Frédéric Yonnet **REED MY LIPS** TOUR

BOOKING DATES NOW!



MUSIC BIOGRAPHY: REED MY LIPS THE ROUGH CUT & THE FINAL MIX

There aren't many recording artists who will expose their creative process to fans and critics alike, prior to completing their work, however, that is exactly what urban jazz harmonicist **Frédéric Yonnet** does in his current project, **REED MY LIPS**, a smart blend of contemporary jazz, blues and hip-hop.

In a pioneering effort that leverages technology, art and reality, Yonnet halts all aspects of production – recording, packaging and video – to give fans a snapshot of his work at that very moment in the creative process. The work in progress, subtitled **THE ROUGH CUT**, is available exclusively to fans purchasing digital download cards at live concerts or online at www.fredyonnet.com. A unique code gives users access to **REED MY LIPS: THE ROUGH CUT** files and ultimately **REED MY LIPS: THE FINAL MIX**. Email alerts will announce to purchasers when new materials, i.e. music, art and videos, are available for download. Listeners posting productive comments to the website will have their suggestions considered in the subsequent **REED MY LIPS: THE FINAL MIX**, (release date TBD) and available on iTunes and in a physical CD format.

Yonnet coined the term “Reality CD” to describe the bold concept of allowing fans to observe key phases of the production. “People are curious about the creative process so I decided to make them a part of it at a point when they could actually make a difference,” said Yonnet. While many of the tracks have been recorded and a packaging direction conceived, Yonnet still has to make decisions about artwork, guests, background vocals, song titles, etc.

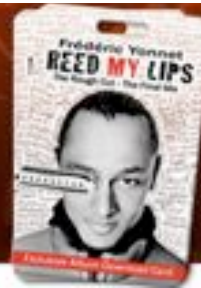
The reality is that fans were constantly asking about the status of the new album and in order to give them an early listen, Yonnet decided to release the draft artwork and music tracks in their evolutionary state despite the fact that it might open up a floodgate of comments. “I realize it’s risky to expose drafts outside of musical circles, and even more risky to encourage feedback, but I welcome it,” said Yonnet. “I’m confident in my work and view all comments as constructive.”

The objective of **Yonnet’s** sonically adventurous third album is twofold. First, it establishes the harmonica as an instrument for the savvy and hip, a revived musical element with a broad palette that can hold its own in any genre of music. Just as the homophone “reed” is taken out of its proper context and placed in a new one, Yonnet takes the harmonica out of its traditional context – blues, country and folk music -- and incorporates it into a more modern sound. Like a “pied piper” of the harmonica, he intends to usher a new generation of harmonic players with him.

The second breakthrough of **REED MY LIPS** is more of a technological feat that offers an innovative way for fans to experience the music and become a part of the creative process. Available via digital download card, **REED MY LIPS: THE ROUGH CUT** encourages listeners to weigh in on decisions regarding the CD’s artwork, background vocals, special guests, lyrics, track listing, song titles, and album length. In the end, it’s **Yonnet** who will decide whether to incorporate their comments into **THE ROUGH CUT** “I want to turn the people who have been looking forward to this album into active listeners,” says **Yonnet**. “Now, when they listen to the music, particularly the rough cuts, they’ll listen more closely knowing that they can make a difference.”

THE Frédéric Yonnet **REED MY LIPS** TOUR

BOOKING DATES NOW!



Yonnet collaborates on **REED MY LIPS** with New York production team **nVMe** and Washington, DC-based producer **Sean Miles** to feature the harmonica as the lead voice on beats laced with jazz, hip-hop and R&B. “Yonnet’s sound is stunning,” said nVMe’s **Mesta Bish**. “Neither he nor the harmonica can be contained in a box.” The album’s bold, aggressive and head-bobbing rhythms signal not only that Yonnet wants to play; with **REED MY LIPS** he clearly has something to say.

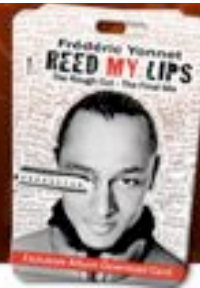
As one of the most innovative harmonica players on the international music scene, Yonnet is best known for his strong improvisational skills and ability to play chromatically on a diatonic harmonica. As a result, he has the freedom to stretch a reed traditionally meant for one note into the equivalent of a multi-sound Swiss Army knife. This intense experimentation follows the tradition of great Black harmonicists like **Howlin’ Wolf**, **Sonny Boy Williamson**, and **Little Walter**, who revolutionized the harmonica as a Blues instrument during the Great Migration of the 1950s. “The range of sounds that you get from the harmonica is deep and wide. It can sound like a saxophone, a violin, a guitar, or piano. It can make people smile, laugh, and cry. Most importantly, it can inspire people to revisit the way they think about the harmonica, and perhaps even play” says **Yonnet**.

Yes, many can play, but few like Yonnet. His impressive style has led to recordings and performances with music legends **Stevie Wonder** and **Prince**, award-winning songwriter **David Foster**, pop-icons, the **Jonas Brothers**, game-changing instrumentalist **Kenny G**, and R&B artists **Erykah Badu**, **Wyclef**, and **John Legend**. *Rolling Stone* magazine referred to Yonnet as “Prince’s killer harmonica player” and praise from comedian **Dave Chappelle**, contemporary jazzman **Bob James**, songstress **Patti Austin** and producer **Pharrell Williams** have affirmed his mission to change the way the music industry and enthusiasts regard the pocket-size reed instrument.

##

THE Frédéric Yonnet REED MY LIPS TOUR

BOOKING DATES NOW!



Discography:

- Reed My Lips: The Final Mix, TBD
- Reed My Lips: The Rough Cut, May 4, 2010
- Front & Center, 2005
- Blowing Your Mind In Every Key of the Harp, 2001

Featured Artist:

- w/ Grand Corps Malade, Casino de Paris, Paris, France, March 28-30, 2011
- w/ Prince, Welcome to American Tour, Madison Square Garden, New York, NY, February 2011
- w/ Prince, European Tour, July 4-25, 2010
- w/ Erykah Badu at Olympia, Paris, France, July 23, 2010
- w/ Stevie Wonder at Bercy, Paris, France, July 4, 2010
- w/ Stevie Wonder at Verizon Center, Washington, DC, May 26, 2010
- w/ David Foster, Child Help Benefit, Warner Theater, Washington, DC, aired April 13, 2010 on BET/Centric
- w/ Prince, The Sporting, Monte Carlo, Monaco August 16, 2009
- w/ Prince, Nokia Theater, Los Angeles, CA, March 28, 2009
- w/ Prince, Conga Room, Los Angeles, CA, March 28, 2009,
- w/ Prince, The Avalon, Los Angeles, CA, February 22, 2009
- w/ Prince. Hotel Gansevoort, New York, NY, October 13, 2008
- w/ Stevie Wonder at New Orleans Jazz Festival, New Orleans, LA, May 2, 2008
- w/ Stevie Wonder at Verizon Center, Washington, DC, October 30, 2007
- w/ Stevie Wonder at Madison Square Garden, New York, NY, November 17, 2007
- w/ Stevie Wonder at Bank of America Pavilion, Boston, MA, September 20, 2007
- w/ John Legend at Kimmel Center, Philadelphia PA, July 26, 2007
- w/ India.Arie at Strathmore, Bethesda, MD, October 6, 2007
- w/ Erykah Badu at Kanawha Plaza, Richmond, VA, August 17, 2007
- w/ Dave Chappelle at Bluesfest, Yellow Springs, OH, 2006
- w/ Dave Chappelle during Block Party 10-city tour, 2006

Recordings

- w/ India.Arie, Open Door, Releases 2011
- w/ Kindred the Family Soul, TBD, Releases 2011
- w/ Prince, *All Day - All Night - All Week*, 4CD's Live in Paris, November 2009
- w/ Jonas Brothers, *Lines, Vines and Trying Times*, "What Did I Do To Your Heart", released June 16, 2009
- w/ Randy Jackson, *Randy Jackson's Music Club, Vol. 1.*, "Wang, Dang, Doodle", released March 11, 2008
- w/ David Dyson, *Unleashed*, "Southern Fried Go Go", 2008
- Middle C Music, *Jazz All Stars*, "Blues on Middle C"; "Jessie's Blues", "Peter's Rhythm", "Little Wing" and "Prelude and Samba", April 5, 2005
- *Borders Jazz You Must Own, Volume 1*, "Amazing Grace", Bethlehem Archives/ Avenue Jazz, 2001



Press and Publicity

Below are some articles that feature Frédéric Yonnet:



Music Box: Frédéric Yonnet Brings The Harmonica Into The Spotlight

by Michael Buckley, *Hometown Annapolis*, August 28, 2010

A Master on A Mission by Mike Joyce, *The Washington Post*, June 18, 2010

The Root 100 Recognizes Emerging and Established Black Leaders by The Root Staff, *TheRoot.com*, October 20, 2009

Musician Gets Some Princely Publicity by Amy Argetsinger, *Washington Post*, February 24, 2009

Francophone Funk by Abdul Ali for *The Root.com*, February 5, 2009

Showstoppers by Susan Davidson and Leslie Milk, *Washingtonian Magazine*, October 1, 2008



Below are a few articles that mention Frédéric Yonnet:



Rocking and Acknowledging Signs o' the Times

"That Prince was confident in his crew was evident by just how much of the time he removed himself from the spotlight — feigning exhaustion as Mr. Yonnet played any of several exemplary solos." — Jon Caramanica, *The New York Times*, October 12, 2008

Prince's Oscar Night House Party: Funkin' 'til Dawn

"It was 1:39 a.m. when the band at last took the stage, and teased with the opening chords of "Purple Rain" before transforming them into a funky jam anchored — as was much of the night — by the extraordinarily hardcore blues-harp blow of Frenchman Frederic Yonnet." — Whitney Pastorek, *Entertainment Weekly*, February 23, 2009

Prince Breaks Out Beatles, Rolling Stones at Oscar Party

"Starting close 1:45, the nearly two-hour set kicked off with a tease — the opening progression to "Purple Rain," which brought out the diminutive Prince, strolling onto the stage carrying a blinged-out baton. He soon traded it in for a guitar and, backed by a three-piece band... and killer harmonica player Frederic Yonnet." — Shirley Halperin, *Rolling Stone*, February 23, 2009

Stevie Wonder and Friends, Here and Gone

"And later Mr. Wonder performed a comical but impressive harmonica-solo showdown with Frederic Yonnet, another exceptional musician." — Ben Ratliff, *The New York Times*, November 19, 2007

Stevie Wonder's 'Magical' All-Star Rave-Up

"At one point, standing, he and guest artist Frederic Yonnet — a Wonder disciple — had a crazy harmonica duel that almost sent Stevie flying off the stage in a frenzy." — Roger Friedman, *Fox News*, Monday, November 19, 2007