

# Tower Records Announces Exclusive In-Store Appearance by Don Omar at New York Lincoln Center Location on Friday, June 10th

NEW YORK CITY, NY – June 9 (SEND2PRESS NEWSWIRE) – Having taken a break to enjoy the success of his last release, 2004's "The Last Don: Live," Don Omar is ready to get back to the music. The popular reggaeton artist will be promoting his latest release, "Los Bandoleros," at the Tower Records Lincoln Center location this Friday, June 10th at 5pm.



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*Photo Caption: CD cover for Los Bandoleros.*

"Los Bandoleros" is a compilation album and the first from Don Omar's new record label, All Star Records. Don Omar produced the album and also appears on several of the tracks. The album features artists including Tego Calderon, Nicky Jam, Wiso G and Ivy Queen. The many artists who participated illustrate the growing popularity of the reggaeton genre and the diversity of Latin music.

Dedicated to nurturing this diversity, Tower Records' Executive Vice President of Retail Stores, Kevin Cassidy, states, "Tower Records is a strong supporter of Latin Music and the Hispanic community. We are thrilled to have

Don Omar at our flagship store and we will continue to provide our customers with the best Latin Music CDs, Cine Latino DVDs and exciting in-store events.”

By providing a unique opportunity where fans can meet artists such as Don Omar, Tower Records further demonstrates its commitment to the Hispanic community. Tower’s Lincoln Center location will host Don Omar as he signs copies of his albums for fans this Friday. In a recent event, hundreds of fans attended the April in-store appearance by Aventura at Tower’s Village location earlier this year. Don Omar is sure to attract an equally enthusiastic crowd of fans who follow his music career.

Before releasing “The Last Don” in 2003, Don Omar participated in more than 20 rap albums by various artists. His first solo production sold over 250,000 copies and garnered nominations for Billboard Latin Music’s Latin Pop Album of the Year, New Artist and Latin Rap/Hip Hop Album of the Year Awards. Don Omar recently won the award for Premio Lo Nuestro’s Best Urban Male Artist in 2005.

Exact time and location:

*Don Omar In-store Friday, June 10, 2005 5 p.m.*

*Tower Records Lincoln Center*

*1961 Broadway (corner of 66th Street) New York, NY  
10023*

*(212) 799-2500*

About Tower Records:

Since 1960, Tower Records has been recognized and respected throughout the world for its unique brand of retailing. Tower’s commitment to introducing its customers to the latest trends in new product lines is paramount to the organization’s retail philosophy.

Tower owns and operates 90 stores in the U.S. with a further 144 stores run by licensees in nine different countries, including 11 stores in three Latin American countries. The company opened one of the first Internet music stores on America Online in June 1995 and followed a year later with the launch of Tower.com.

Tower forges ahead with the development of exciting shopping environments, espousing diverse product ranges, artist performances, and technological advances in merchandising. Tower maintains its commitment to providing the deepest selection of packaged entertainment merchandised in stores that celebrate the unique interests and needs of the local community.

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