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BRAD'S FOURTH STUDIO ALBUM, *BEST FRIENDS?*, ARRIVES AUGUST 10TH

***Best Friends?* to Be Released on Pearl Jam's Monkeywrench Records**

SEATTLE—Long-time Northwest favorite **BRAD** is set to release its eagerly awaited new studio record ***Best Friends?* Tuesday, August 10, 2010** on Pearl Jam's **Monkeywrench Records**. Marking the band's first studio release in eight years, ***Best Friends?*** is the fourth record from the iconic collaboration of vocalist/pianist Shawn Smith, guitarist Stone Gossard (Pearl Jam), drummer Regan Hagar (Satchel) and bassist Mike Berg.

Best Friends? is a fresh blend of BRAD's previous records; all the elements the band favors (piano; catchy choruses; melodic guitar chords; reflective lyrics) factor in, but its dozen songs deepen and stretch the band's catalog. "Price Of Love," "Every Whisper," and "One Love Remaining" add a crispness to the loose and laid-back soulful feel of the band's debut, *Shame*, and the mellower tracks of *Discovery Park*. "Low" and "Oh My Goodness" put a new veneer on the pop-leaning bounce of *Interiors*. Gossard's sparse guitar and Smith's lead vocals give "Bless Me Father" and "Holiday" bluesy depth. While the eerily beautiful intro of "Without Regret" and soaring progression of "Rush Hour" are unlike anything found on the band's previous studio releases.

Best Friends? is "definitely from the same group of people, just further down the road," Hagar says. "It's eclectic like the others." Also like the other records, this self-produced effort was written by the band as a whole (with then-bassist Mike Berg). "That's the way we've always generated our music. Stone and Shawn always have riffs and ideas, but the general rule is you make stuff up in the studio," Hagar says. "It's like going to art class. All about the atmosphere."

BRAD is seeing a long awaited resurgence in 2010. The trio rebooted its [web site](#), brought Gossard's Hank Khoir bassist Keith Lowe into the fold, and played several sold-out Seattle shows (and a set at the Sasquatch music festival) leading up to its ***Best Friends?*** release.

Since the recording of ***Best Friends?*** in early 2000, BRAD's trio of Gossard, Regan and Smith have kept themselves busy with scores of projects, including solo albums (Smith and Gossard), Neil Young tour management (Hagar), Pearl Jam records and tours (Gossard), and fatherhood (all three).

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Vocalist Shawn Smith believes the new record's release and recent shows point to a more prolific future. "I really feel like it's turning a corner," he says. "I feel like we have a focus, even though we're doing so many things." Like raising kids; Smith's son "wasn't born when we recorded *Best Friends?*. Now he's six," he says. "But those songs still resonate with where we are today and point to a new understanding of what we really want."

Hagar, who designed the ironic canine imagery for *Best Friends?*, is ready for the next step. "The friendship remains intact and it's an inevitability that we should record again," he says. Adds Smith, "We will get in the studio again. For sure."

Best Friends? will be available on Tuesday, August 10, 2010 through independent retailers including CIMS, AIMS and MMN stores, various digital partners and online through Pearl Jam's Ten Club at www.pearljam.com

Best Friends? Tracklist

1. Price Of Love
2. Without Regret
3. Rush Hour
4. Believe In Yourself
5. Every Whisper
6. One Love Remaining
7. Low
8. Oh My Goodness
9. Luxury Car
10. Bless Me Father
11. Holiday
12. Runnin' For Cover

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**For high res band photos, visit www.bradcorporation.com/gallery
For more information on BRAD, visit www.bradcorporation.com**

For review copies of *Best Friends?* and interview requests, contact sarah@vandenberqcom.com