



**For Immediate Release**

**D&E ENTERTAINMENT TO THEATRICALY PREMIERE NEW VERSION OF  
'THE JIMI HENDRIX EXPERIENCE LIVE AT MONTEREY' ON OCTOBER 23RD**

**WORLDWIDE THEATRICAL PREMIERE OF THE JIMI HENDRIX EXPERIENCE LIVE AT MONTEREY  
TO KICKOFF IN MULTIPLE CITIES ON OCTOBER 23RD**

**Hollywood, CA (October 19<sup>th</sup>, 2007)** – On October 23 at 8:00 pm, the newly restored iconic performance of The Jimi Hendrix Experience Live at Monterey will be presented in digital cinemas in select cities across the US. D&E Entertainment ([www.DandEntertainment.com](http://www.DandEntertainment.com)) has been chosen to distribute this new release that features new interviews and never before seen footage of the rock'n roll legend. D&E will be presenting this new release from Universal on Monday, October 23 at 8:00 pm in select theatres across the U.S. including Los Angeles, San Francisco, San Diego, Detroit, San Luis Obispo & Philadelphia.

"The Jimi Hendrix Experience Live At Monterey" offers all existing film footage of that epochal performance presented in its original sequence. The original 16mm camera reversal footage shot by D.A. Pennebaker's Monterey Pop film crew has been transferred to high-definition specs and is presented in its original theatrical aspect ratio of 1.33:1. The DVD soundtrack features new 5.1 surround and 2.0 stereo mixes by Eddie Kramer, the engineer so closely associated with the Jimi Hendrix and his legacy, from the original eight-track live recordings made at the concert by remote engineer Wally Heider.

**ABOUT THE JIMI HENDRIX EXPERIENCE**

Forty years ago Jimi Hendrix returned to his native country and, in one fell swoop changed the musical landscape for all time. It was the galvanizing, U.S. debut performance of THE JIMI HENDRIX EXPERIENCE at The Monterey International Pop Festival that propelled Hendrix and his bandmates, Mitch Mitchell and Noel Redding, to the top ranks of international rock royalty. On October 16, for the first time ever, THE JIMI HENDRIX EXPERIENCE at Monterey will be released by Experience Hendrix/Geffen/UMe on DVD. It's a remarkable visual and aural document that reconfirms what the Monterey audience bore witness to on June 18, 1967: Hendrix's unbridled talent and flair for showmanship are unparalleled in the annals of music.

The set of songs that THE JIMI HENDRIX EXPERIENCE performed at Monterey was introduced by Brian Jones, THE ROLLING STONES' guitarist whose presence at the festival amounted to a kind of benediction by an acknowledged rock god. He knew full well who he was introducing as Hendrix had moved to London fewer than nine months earlier and achieved icon status in the U.K. in very short order. His conquest of his native land, though, would be achieved almost instantaneously at Monterey.



ABOUT D&E ENTERTAINMENT:

D&E Entertainment is a company formed by entertainment industry executives Doug Kluthe and Evan Saxon – a unique partnership experienced in the marketing of digital cinema technology and innovative alternative content solutions in the groundbreaking digital format. D&E has created marketing campaigns via radio, retail, press, online and in-theatre partnerships impacting music and movie audiences across the globe, including theatrical premieres for Pearl Jam, Bruce Springsteen, Bob Marley, Duran Duran, Morrissey, Ramones, The Grateful Dead, Iron Maiden, Slipknot and others.

Upcoming D&E Premieres include: REM. Shakira "Oral Fixation" Andrea Bocelli "Vivere", Bob Marley 'Live At The Rainbow,' Jimi Hendrix 'Steve Miller Band 'Live in Chicago,'  
TICKET AND EVENT INFO CAN BE FOUND AT: [www.DandEntertainment.com](http://www.DandEntertainment.com)

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