
STRAIT TALK

Fourth Annual George Strait Country Music

*Country Music Headliners and Brightest Stars Come Together For One of the
Largest and Most Successful Tours in the Industry*

Nashville, Tenn. (November 10, 2000)

Country music icon George Strait plays host once again to some of the finest talent in the industry. The Fourth Annual George Strait Country Music Festival, which kicks off March 2001, will continue the tradition of its platinum-selling and award-winning line-up. Artists to-date include superstar Alan Jackson, multi-platinum group Lonestar, chart-topping traditionalist Lee Ann Womack, this year's CMA Horizon award-winner Brad Paisley and Grammy award-winners Asleep at the Wheel. Additional performers for the all-day festival will be announced at a later date. The exact tour dates and cities are not finalized but will be announced in January along with ticket on-sale dates.

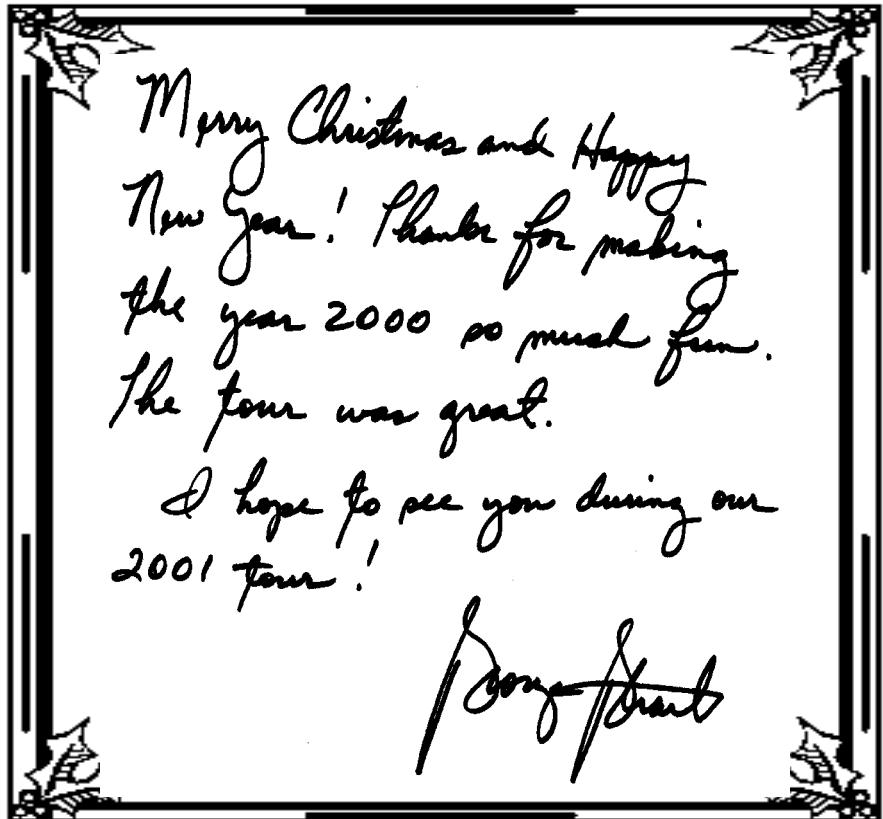
Nominated for "Tour of the Year" and "Most Creative Tour of the Year" by Pollstar three years running, The George Strait Country Music Festival has been of the highest-grossing tours in the industry alongside such stellar acts as Bruce Springsteen, N'Sync, Elton John, Dave Matthews Band and The Rolling Stones. It is the only music tour of any kind that plays stadium dates annually. Since its inception, the tour has grossed over 90 million dollars in ticket sales alone, played to over 2 million people with just under 45 stadium dates and averaged an audience of 45,000 people per show.

Bruce Hinton, Chairman of MCARecords remarked, "George Strait is an icon in our business and his festival stadium shows have

become the annual event for country music. The fans know they are guaranteed fabulous music, a quality experience when it's a George

Strait event."

It's the quality of the show and the exposure it garners that makes artist managers and book-



Fourth Annual George Strait Country Music Festival Reveals All-Star

ing agents compete to have their clients invited to join the elite line-up.

And it is the type of exposure that has made artists such as the Dixie Chicks and Kenny Chesney credit the tour as being one of the key elements of their career strategy.

"The George Strait Tour was part of our tour strategy in 1999," said Emily Robison of the Dixie Chicks. "We wanted to build our fan base before launching our own tour and by performing in stadiums packed with country music lovers, we did just that. The enthusiasm from that many people was staggering - it made for a really fun show."

"Being on these tours is priceless," says Kenny Chesney, who was on the Strait bill for the last two years. "You can't put a dollar amount on it. The relationships you make with the people there, the things that you learn from everybody are just unbelievable. There's something to be learned from people who have had careers like George Strait has."

Joe Galante, Chairman of RCA Label Group adds, "The fact that Kenny Chesney was on the last two George Strait tours was a big part of his album debuting at #1 on the country charts. The Festival's fans are active buyers. They remember when someone does a great job on stage and has great music, and at some point, they go buy it. Also, it's one of the best tours that I've ever seen in country music."

It's evident why acts wishing to take their careers to greater heights join the troupe but what makes artists who have headlined their own tours and who have "Entertainer of the Year" status choose to participate?

When asked about his participation on the upcoming tour, Alan Jackson replied, "I've always respected George Strait, his music, and career. I've been a fan of his for 20 years.

His music is one of the reasons I came to Nashville, so naturally I'm honored to tour with him next year. Besides, you got cowboy hats, screaming women, partying good ol' boys, and great country music - how could I say no?!"

What began 7 years ago in San Antonio, Texas at the Alamodome as a celebration honoring hometown hero and country music superstar - George Strait, is now a day-long festival that brings thousands of fans to the stadium for some of country music's hottest performers. That one-day music spectacular has become one of the most heavily attended events of the past three years outselling Lilith Fair and other notable mainstream music shows. And it's no wonder. Artists who have previously appeared on the festival stage have included Tim

McGraw, the Dixie Chicks, Faith Hill, Martina McBride, John Michael Montgomery, Clay Walker, Lee Ann Rimes, Jo Dee Messina, Kenny Chesney, Mark Chesnutt, Lee Ann Womack, Asleep at the Wheel, Clay Davidson, Lila McCann, Mark Wills and others.

"Fans consider the 10-hour event a bargain," says Louis Messina of SFX Music Group. "There is no other tour like it in country music. Or other genres for that matter."

Borrowing a carnival element from Lollapalooza, the festival devised Straitland, a midway offering games, a variety of food and drink, autograph booths, contests to win prizes including front row seats and backstage passes and a

second stage featuring country music up-and-comers. The family atmosphere of Straitland is always a hit for fans of all ages.

As for the host, George Strait has been named country music's top grossing touring artist of the past decade and has won and been nominated for countless "Entertainer of the Year" nods from both the Country Music Association and the Academy of Country Music. But it's fellow tour mate, Tim McGraw that says it best, "There's nothing like kicking back, drinking a beer and watching a master (Strait) on stage."

For additional information on the George Strait Country Music Festival, check out the official Strait website at www.georgestrait.com.

George Strait Country Music Festival

Host - George Strait

- MCARecording Artist - Recorded 27 albums, all platinum or multi-platinum
- Current Album: *George Strait* (September 2000 street date)
- Current Single: "Go On" (Top 5)
- Recent Honors: 2000 CMA Entertainer of the Year Nominee and 2000 CMA Award for Vocal Event of the Year with Alan Jackson for "Murder on Music Row"
- To date, he has won a combination of 5 "Album of the Year" awards, 8 "Male Vocalist" awards and 3 "Entertainer of the Year" awards from the Country Music Association (CMA) and the Academy of Country Music (ACM).
- In the past 19 years he has had 58 singles in the top 10 on Billboard's charts.
- Website: www.georgestrait.com

Alan Jackson

- Arista/RLG Recording Artist - Sold over 30 million albums
- Current album: *When Somebody Loves You* (November 7 street date)
- Current Single: "www.memory" (Top 15)
- Recent Honors: 2000 CMA Award for Vocal Event of the Year with George Strait for "Murder on Music Row"
- Upcoming TV appearances: "A&E Biography" debuts on November 14th on the A&E Channel, "CMT Video Bio" debuts on November 15th on CMT, 75th Grand Ole Opry Celebration airing on November 23rd.
- Website: www.alanjackson.com

Lee Ann Womack

- MCARecording Artist - Platinum
- Current Album: *I Hope You Dance* (Platinum)
- Current Single: "Ashes By Now"
- Recent Honors: "I Hope You Dance" won CMASong of the Year and CMASingle of the Year in 2000. She will perform the song at the Nobel Peace Prize Presentation in Oslo, Norway in December.
- Website: www.leeannwomack.org

Lonestar

- BNA/RLG Recording Artist - Multi Platinum (approaching 5 million)
- Current Album: *Lonely Grill, This Christmas Time*
- Current Single: "Tell Her" (Top 20)
- Recent Honors: In 2000, Lonestar's "Amazed" was a multi-format Number 1 single and won ACM's Single and Song of the Year. It was also voted the "#1 Love Song Of All Time" on America's Online. Other honors include an ACM nomination for Top Vocal Group, CMA nominations for Vocal Group of the Year and Song of the Year ("Amazed") and Grammy nominations for Country Vocal Group of the Year and Country Song of the Year ("Amazed").
- Upcoming TV appearances: "The Today Show" airing on December 12, "CNN Showbiz Today" airing on December 13 and "Dick Clark's New Year's Rockin' Eve" (ABC) airing on December 31.
- Website: www.lonestar-band.com

Brad Paisley

- Arista/RLG Recording Artist - Platinum Debut Album
- Current Album: *Who Needs Pictures* (Platinum)
- Current Single: "We Danced" (Top 10)
- Recent Honors: 2000 CMA Horizon Award
- Upcoming TV appearances: 75th Grand Ole Opry Celebration - airing on November 23, "Route 66: America's Main Street" on TLC airing on December 15.
- Website: www.bradpaisley.com

Asleep At The Wheel

- Current Album: *Ride With Bob*
- Recent Honors: 2000 CMA nominations for both Vocal Group of the Year and Vocal Event of the Year with the Dixie Chicks for "Roly Poly."
- The only act to appear on all four Strait Tours besides Strait himself.
- Upcoming TV appearances: The Late Late Show with Craig Kilborn on December 12, 2000; Billy Gilman's TNN Christmas Special airing December 5.
- Website: www.asleepatthewheel.com

New Changes In Fan Club

For many years fan club seating has only been available at one box office in each city, and for many years we have had questions as to why it could not be expanded and made available to everyone everywhere by phone and fax as well as in person. The answer has simply been that there is not enough manpower available to do it right. With our annual tour hitting bigger venues but fewer cities, many fans have to travel further and do not have the opportunity to benefit from fan club seating. Well, technology and the Internet has come to our rescue and changed all of that.

Effective with the beginning of the 2001 George Strait Country Music Festival Tour, Special Fan Club seating will now be available only through the Internet. This will give fan club members all over the country, and the world, the opportunity to purchase good seats for each tour stop. We will set

aside a specific number of seats and make them available to fan club members 48 hours in advance of each on-sale date. Each show will have a special fan club code that will be e-mailed to our fan club members in advance of the on-sale date. Members will then go to the George Strait Website and click on the Ticket Master link that will be handling the tickets. Remember that fan club seats are not, and never were designed to be the best seats in the venue and there is no guarantee as to the exact location of the tickets. They were only created in order to make sure that our fans were given the opportunity to purchase good seats before they were sold out. The very best seats may still be available to anyone who is willing to stand in line at the box offices or take their chances purchasing tickets through Ticket master on-line.

In order for members to take advantage of

the special fan club seating, we must have your email address on file. Please go to the website at www.georgestrait.com and click on the section in the middle of the home page that says "Information For Fan Club Members Only." Please complete the form and this will assure you that all necessary information is on file.

In the past, members have been allowed to purchase 2 tickets to each performance. This will be changed in 2001 to 4 tickets. It is imperative that we point out that fan club seating is only for the fan club members and anyone found abusing the privilege would be eliminated from our membership rolls.

We hope you like the changes. While no system is perfect, we are always working to do the best for our members and provide the most benefit to the most fans.

Fan Collectable Column December 2000/ January 2001

- The Spokesman - Review, 10-15-2000, P. F-5 Entertainment Section - Album Review. Spokane, Wash.
- Courier, 10-6-2000, P. 4B Issue #237, Mentioned. Russellville, AR.
- The Victoria Advocate - 10/13/2000, P. 6 Music Section, Story. Victoria, TX.
- News-Leader - 10/15/2000, Music Section, Review. Rolla, MO.
- Country Weekly - 10/31/2000, P. 4 Letter Section, P. 5 Ad, Pgs. 8-9 Photo/mentioned, P. 70 Chart. Nashville, TN.
- Country Music Live - Oct/Nov 2000, Vol. 1, Issue 6, P. 8 Mentioned, P. 9 photo and ad.
- The Oregonian - 10/6/2000. Arts and Entertainment Section, Review P. 52. Portland, OR.
- Houston Chronicle - 10/19/2000, Houston Yo Section, P. 3 Photo/mentioned. Houston, TX.
- The Denver Post - 10/8/2000, P. 111 (Scene Section) Review of LP. Denver, CO.
- Temple Daily Telegram - Temple, TX - 10/5/2000. Pg. 9A Article - CMA Awards.
- Houston Chronicle - Houston, TX - 10/5/2000, Pg. 8A Article - CMA Awards.
- Houston Chronicle - Houston, TX - 10/8/2000, Pg. 13 - Review of New LP.
- Austin American-Statesman - Austin, TX - 10/9/2000. Pg. B2 story-auction.
- Chicago Sun-Times - Music Section, Chicago, IL - 10/8/2000, Pg. 3E Article.
- Country Weekly - Nashville, TN - 10/17/2000, Pg. 8 Mentioned, Pg. 50 Mentioned, Pg. 72 Mentioned, Pg. 58 Mentioned, Pg. 61 Ad.
- San Antonio Express-News, San Antonio, TX - 10/9/2000, Section B-2 Story, auction.
- Tulsa World Weekend - SPOT - Tulsa, OK - 10/6/2000. Billboard Charts. Photo with single/albums.
- San Francisco Chronicle - San Francisco, CA - 10/5/2000, Pg. E10 Mentioned.
- Country Music Magazine - Nashville, TN. Oct/Nov 2000. Letter section, ad, Pg. 34 - Mentioned w/photo, Pg. 57 - photo, Pg. 62 - List of favorites for CMA Awards, Ad page.
- Country Weekly, Nashville, TN - Oct. 3, 2000. Pg. 20 Mentioned, Pg. 22 Mentioned, Pg. 24 Article, Pg. 28 Mentioned, Pg. 34 CMA Article, Pg. 44 CMA - Ask The Fans.
- Country Music Today, Nashville, TN. Oct/Nov. 2000. Ad pg. 57-58 Story, Ad page, Pg. 75 mentioned.
- The Courier-Journal - Features Louisville, KY - 10/4/2000. Mentioned in Story pg. 1D.
- Newsday - Howard Beach, NY - 10/1/2000 - Top 10 Country Albums - G.S. #1.
- Cowboys and Indians Magazine - 11/2000, Pg. 177 ad for new LP.
- San Antonio Express-News - San Antonio, TX - 10/4/2000. Mentioned in story, Section G-1.
- St. Louis Post Dispatch Paper - St.

Fan Collectable Column

- Louis, MO - 10/4/2000. "Everyday Section" Mentioned.
- Sunday World-Herald - 10/8/2000. "Entertainment Magazine" Lincoln, NE, Story w/photo.
 - Detroit Free Press - 10/5/2000 - "Feature Page" pg. 6G mentioned. Detroit, MI.
 - Oregonian - 10/5/2000 - Sectin A Pg. 3 mentioned. Gales Creek, OR.
 - Dayton Daily News - 10/5/2000. Review of LP. Dayton, FL.
 - The News Tribune - 10/6/2000. Story pg. SL4. Tacoma, WA.
 - Herald-Zeitung - 10/3/2000, Pg. 1A story. New Braunfels, TX.
 - Argus Leader - 10/4/2000. Pg. 4D story.
- Sioux Falls, S.D.
- Herald-Zeitung - 10/5/2000. Pg. 3A County Local Section, Mentioned. New Braunfels, TX.
 - San Antonio Express-News - 10/5/2000. Front page story w/photo "Strait is a hit at CMA." San Antonio, TX.
 - The Courier-Journal" The Buzz, News and Nonsense" mentioned. Section C - Front Page. Louisville, KY.
 - Bona Fide Country - 10/2000. Front Cover photo with story and photo, Pg. 3, 4, 5 and 14 mentioned w/photo. Portland Metro/SW Washington Edition.
 - The Tennessean - 10/8/2000. Pg. 5F Arts and Entertainment - Music Section. Lyrics to "Go On" w/photo. Nashville, TN.
- Houston Chronicle-Zest Section - 10/8/2000, Pg. 6 photo with review. Houston, TX.
 - The Washington Post TV Week Guide - 10/1 - 7/2000, Pg. 3-4 Mentioned, Pg. 38 Ad w/photo. Fredericksburg, VA.
 - Neighbors - 11/2000. Alabama Farmers Federation, Pg. 20-21 mentioned.
 - American Cowboy - Nov/Dec 2000, Pg. 57 Ad for Team Roping Video.
 - Country Weekly - 11/14/2000, Pg. 6 Letter, Pg. 32 Mentioned w/photo, Pg. 48 Mentioned, Pg. 70 Chart.
 - Rodeo Country - Sept. 2000 - Photo w/story, pg. 40 International issue. Sao Paulo, Brazil.

The following George Strait Fan Club Members submitted to the Collectable Column...

And We Thank You!

As a GSFC member, you can join in and earn Strait Cash, receive your Strait Talk 1st Class and a Collector's Card. This is all you need to do - collect magazine or newspaper articles, photos or reviews - send them in and if we use them, your name is added to the list. It's easy. Remember to enclose the article, where it came from, date, page #, issue and your name and address. Thank You!!!

Ms. Jeanie Hawkins - Rolla, MO	Alexis Gaffney - Gales Creek, OR
Trudy Holderby - Davenport, WA	Beverly Enlow - Louisville, KY
Betty Bruner - Victoria, TX	Dotsie Lehr - New Braunfels, TX
Laura Brown - Russellville, AR	Katie Burasco - Independence, MO
Jan Moran - Portland, OR	Shirley J. Kuhle - Sioux Falls, SD
Florence Bieniek - Amsterdam, NY	E. T. Balog - Kettering, OH
Maxine Schilz - Oshkosh, NE	Debbie Erickson - Taylor, MI
Rodrigo Haddad - Brazil	Margaret Pavelka - Lincoln, NE
Diane Barrett - Baltimore, MD	Kim S. Davis - Louisiana, MO
Wanda Bishop - Cedar Bluff, AL	Barbara Kelly - Park City, MT
Jeanie Spears - Blue Springs, MO	Mary Tillman - Alamo, TN
Geraldine Larson - Tacoma, WA	Leona De Joseph - Howard Beach, NY
Dorothy Briggs - Lamospos, TX	Shirley Everett - Burnet, TX
Vickie Kulp - Fredericksburg, VA	Ann L. Brownson - Mt. Vernon, VA
Dee Walker - Tuscaloosa, AL	Geneva H. Heneger - Tulsa, OK
Jean Hurt - Beech Grove, IN	Terri Beese - Alta Loma, CA
Nan Byczynski - Houston, TX	Angel Herring - Channelview, TX
Julia Markowski - Houston, TX	Linda Moreno - Houston, TX
Elaine Sledge - Bowling Green, KY	

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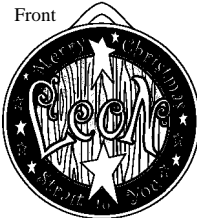
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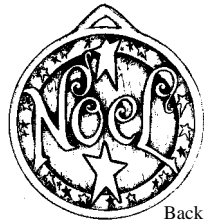


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Front

#408
Christmas Ornament



Back



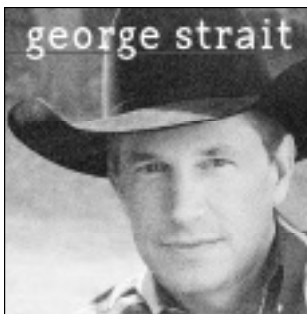
#5020 Baseball Shirt



#9003 Sweatpants & #9005 Sweatshirt



#1026 Coaster Set



George Strait CD Art is design for the following items:
#396 Candle and #1032 Coaster



#989 Team Roping Video



#1110 Umbrella

Anita's

Here we are again. We were right about how October and November would fly. It felt as if we just finished the last issue of Strait Talk and boom, time for the next issue. Time travels so quickly. It would be nice to enjoy it a little more.

George and Norma have been enjoying their time off. They have been traveling, ranching, fishing and being the parent of a college-aged student. In between all of that, he has been working with the Nashville office making all of the important decisions pertaining to next year's tour.

When we visited with George after the CMA Awards at the Hard Rock Café in Nashville, he looked tan and relaxed. He was very happy to win the "Vocal Event of the Year" Award for his collaboration with Alan Jackson on the song "Murder on Music Row." Congratulations and best wishes for future awards.

On November 10, 2000, George's Tour Publicist, released a press release on the 4th Annual George Strait Country Music Festival Tour for 2001. The entire story is on page 1 of the newsletter. We are very excited about the outstanding line-up of stars that have been put together with more to come. It looks like a great time and we will see you there in 2001.

There have been some major changes in

Happy Anniversary



George and Norma Strait December 4, 2000

*According to R&R,
Country radio
has played
"George Strait"
more than any other
artist so far
in 2000.*

the way Fan Club seating will be handled for the 2001 Tour. Check out the complete story elsewhere in the newsletter.

We would like to congratulate the following Fan Club members who submitted their winning entries of the multiple-choice game from the Oct./Nov. issue of Strait Talk.

They are:

**1st Place: Linda Ramos
Arlington, TX**

**2nd Place: Linda Urey
Mercer, PA**

**3rd Place: Frances Hughes
Staten Island, NY**

Congratulations to our 3 prize winners. Your prizes are being mailed to you. Also, we would like to congratulate Jeanie Spears

from Blue Springs, MO; she is the creator of many of the games that we publish in Strait Talk. Remember that you can be as creative as Jeanie, and submit a game to earn Strait Cash.

Talking about earning Strait Cash - for those of you who are new, we have ways to earn bonus bucks called Strait Cash that you can spend on George Strait merchandise at the Fan Club. If you send in photos, letters, comments, reviews, games or fan club collectible items that we use in the newsletter, we will send you \$5.00 in Strait Cash, your Strait Talk by 1st Class Mail in an envelope and a collectors card. It's that easy. You would be surprised how easy it is to earn a

Continued on following page

Anita's Notes

little Strait Cash.

For those of you who have access to the GSFC website at www.georgestrait.com, and according to the latest statistics about 70% of the population does, your user name and password for this issue of Strait Talk is:

User Name: [wise](#)

Password: [blues](#)

You must use these in special fan club areas that are for members only. Remember to use lower case letters when entering the User Name and Password.

We will be closing the Fan Club office for the Holiday Season on Dec. 21st and re-open on January 2nd of 2001. If you need to check on an order before the 21st, please call us at 1-615-824-7176 from 8:30a.m.-4:30p.m. Central Time, Monday thru Friday. If you need to return an item after the holidays, please enclose your Invoice, reason for the return, size needed and daytime phone number. The items that need to be returned must be in excellent, new condition as they were received. If it was damaged in shipment, please call us before returning. If you have any questions, please call us or fax us. The phone number is 615-824-7176 and our fax number is 615-822-2527.

I believe that this is it from this part of the world. We hope that you and your family have a wonderful and blessed holiday season. From the George Strait Organization to all of you, we wish you Feliz Navidad (Merry Christmas) and a very Happy New Year!

IN TEXAS:

George, Norma and George Strait, Jr.

Tom Foote (Road Manager)
Frank Bohman (CPA)
Ted Moffitt (Ranch Foreman)
Linda Scales (Administrative Assistant)
Terri Herrington (Administrative Assistant)

ACE IN THE HOLE BAND:

David Anthony (Acoustic Guitar & Vocals)
Mike Daily (Steel Guitar)
Gene Elders (Fiddle)
Terry Hale (Bass)
Ronnie Huckaby (Keyboards)
Mike Kennedy (Drums)
Benny McArthur (Guitar, Fiddle & Vocals)
Rick McRae (Guitar & Fiddle)
Wes Hightower (Vocals)
Liana Manis (Vocals)

ROAD CREW:

Lee Roy Eichler (Dir. of Transportation)
David Latimer (Band Driver)
Jimmy Spivey (Driver)
George Hurtado (Pilot)
Max Benoit (Concession Manager)
Joe Hayes (Concession Sales)
Paul Rogers (Production Manager)
Jim Harrell (Concessions Driver)
Carl Haddock (Concessions Driver)
Wilson Hudgins (Concession Sales)
Jimmy Smith (Concession Sales)
Bobby Whittan (Band Driver)
Ryan Calonge (Concession Sales)

IN NASHVILLE, TN:

Erv Woolsey (Personal Manager)
Danny O'Brian (Tour Coordinator)
Connie Woolsey (Executive Director)
Dottie Oelhafen (Office Manager)
Cheryl Valuja (Adm. Asst.)
Felicity Tidwell (Accounting)
Casey Robertson (Receptionist)
Tom Cheney (Artist Development)

Scott Kernahan (Artist Development)
Eddie Tidwell (Creative Dir.-Publishing)
Tarryn Smith (Creative Mgr.-Publishing)

GEORGE STRAIT FAN CLUB:

Anita O'Brian (President)
Pam Garrett (Operations Manager)
Judy Dismang (Adm. Asst.)
Katie Swafford (Operations Asst.)
Kelly Colbert (Data Entry)
Darci O'Brian (Creative Director)

n

Pen Pals

DECEMBER 2000/ JANU-

(Fans that exchange letter through mail)

Howard Schiff
P.O. Box 913
Beaufort, NC 28516

Evelyne Hofacker (42 years old)
Neumattstrasse 13
4455 Zunzgen
Switzerland

n

Strait

(Fans that submit photos that are used in the newsletter)

TERRY CALONGE - GOODLETTSVILLE, TN

MCARECORDS - NASHVILLE, TN



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