

"5x1: PEARL JAM THROUGH THE EYE OF LANCE MERCER"

LIMITED EDITION PHOTO BOOK CHRONICLING PEARL JAM'S EARLY YEARS RELEASED TODAY EXCLUSIVELY THROUGH WWW.PEARLJAM.COM

"These images are meant to be listened to, loud." - Cameron Crowe

SEATTLE, WA - Pearl Jam's official fan club announced today the release of a special, limited-edition photo book entitled "5x1: Pearl Jam through the eye of Lance Mercer." "5x1" features over 180 previously unreleased shots of Pearl Jam taken by renowned Seattle photographer Lance Mercer, a long-time friend of the band and bass player of The Briefs. Beginning today, "5x1" is available for sale only at www.pearljam.com for \$40 USD.

Lance Mercer had been shooting the Seattle music scene for over 10 years when he was invited to travel with Pearl Jam in 1992 as their official tour photographer. As a long-time friend of the band members, Lance was granted unprecedented access to capture Pearl Jam at their most introspective, creative, and personal moments. The best of these photos have been immortalized in "5x1."

"For five years, I focused on photographing Pearl Jam, shooting as close to the action as possible," explains Mercer. "Pearl Jam was a moving target. I learned to adjust to the surroundings and never went anywhere without my camera."

In addition to dozens of behind-the-scenes snapshots, "5x1" features writings from a number of the band's peers, mentors, and heroes. Ben Harper, Gloria Steinem, Bruce Springsteen, Cameron Crowe, Tim Robbins, Michael Stipe, Pete Townshend, Kelly Slater, Theo Epstein, Howard Zinn and more have contributed written narratives on Pearl Jam, which are used throughout the book to complement Mercer's photos.

"The first thing I noticed was the warmth of their sound even though the band was hitting hard," says Bruce Springsteen on page 52 of "5x1." "They had the ability to play hard and swing at the same time. The music felt composed and powerful with a lot of

complementary interplay among the instruments. These are the qualities that suggest the presence of a real band. They felt like a band intent on meaning something to its audience...to you."

The idea for "5x1" was born out of a conversation that Lance Mercer and Pearl Jam bassist Jeff Ament had over coffee a few years back. Both agreed there was a need to share more of Lance's visual history of the band with the fans.

"Lance Romance has always been about the music and that's why it all works. He worked his a** off...bugged the hell out of us, and captured the band like nobody has since," says Ament.

Lance Mercer, born and raised in Seattle, began photographing the local music scene at the age of 13. He later attended Seattle Central Community College's commercial photography program where he graduated in 1987. Since that time, Mercer has photographed album covers for Pearl Jam, Soundgarden, Presidents of the United States of America, Indigo Girls, and more. He has also shot numerous bands on behalf of Epic Records, Columbia Records, Capitol, Warner Brothers, Geffen, and A&M. Lance's photos have been published in Rolling Stone, Spin, Time, Vanity Fair and Alternative Press. His last major project was a Pearl Jam retrospective book of photos entitled Place/Date -- a collaboration with acclaimed rock photographer Charles Peterson.

"Lance's name will always be synonymous with the image of Pearl Jam, says Peterson. "The photographs [in "5x1"] also show the band's dedication to Lance, and rightly so."

"I never thought that during my years of trying to emulate my photographic heroes, my prints would someday end up in a book...all I can say is: look out," says Mercer. "You never know where the pictures and music will take you."

To see images from the book, or to purchase "5x1: Pearl Jam through the eye of Lance Mercer", visit www.pearljam.com.

#