

## BAYTOWN SUN MARCH 31, 2006

Ever declined on a stock market tip that made your best friend an instant millionaire? Or maybe you said no to your brother-in-law's business venture, only to learn that a year later, he's not just rolling in bucks, but bathing in them as well! Hey, it's not always easy to spot that "diamond in the rough." And hindsight? It has perfect vision. Crystal clear. However, on Saturday, April 8<sup>th</sup> at the Firehouse Saloon in Houston, you have an opportunity to see and hear one such "diamond," a singer/songwriter with a future so bright that sunglasses aren't simply optional, but required. Brandon Rhyder is headed to Houston.

Deep-rooted in the East Texas town of Carthage, Brandon grew up at the end of a 1-lane dirt road surrounded by his 2 greatest loves, family and music. "Carthage was all about work, church, and being with the ones you love. When it comes to music, I'm all over the board, but deep down, all my music is painted in country tones. It's a reflection of where I'm from." Rhyder's journey began in 1999, when he moved from Tyler, Texas to Austin. After recording 2 albums, including 2001's **Because She Loves Me**, as well as the debut of **Behind The Pine Curtain** in 2003, he quickly understood that the values learned in Carthage served him well, saying, "I had no idea the music business was such hard work, but this has always been my passion, and even when it got tough, I enjoyed every moment. This journey to find what I love to do has been my second college education."

In 2005, Rhyder entered the studio determined to make the album he always wanted. "I'm a word artist," he stated, "I love putting just the right words to music. Back in the 70's there was a huge emphasis on lyrics, and that trend has returned. To me, it's important to believe every word that I sing." Rhyder emerged from the sessions with **Conviction**, a 15-song masterpiece that has created a buzz among long-time fans, new converts, and even jaded industry insiders, who have quickly taken notice of the album's honesty, sincerity, and downright amazing songwriting. Rhyder acknowledges, "I'm totally happy with this album, and it starts with a great band. The guys playing with me bring their best to the table every night." Along with increased sales come larger crowds, a fact not overlooked by Rhyder. "We're seeing larger audiences everywhere we go, and sometimes I start to think, 'Am I really seeing this?' But our crowds make touring completely worth it. They make it easy."

In addition to the overwhelming number of positive reviews, an obvious sign of the album's prowess is the success of "*Freeze Frame Time*," the first single currently residing at #7 on the Texas Music Charts. Returning to his small-town roots, "*Freeze Frame Time*" details Rhyder's desire to grasp and always remember life's magical moments that occur with family and friends. "No matter where we play, folks from ages 16 to 60 love that song," states Rhyder, "The theme is universal."

In regard to his musical future, Rhyder remains upbeat, stating, "I really believe that 2006 will be a breakout year for the Brandon Rhyder Group. As a band, we just keep getting better and better, and we're going to ride this wave as long as we can. This is my passion, this is who I am, and this is what I was meant to do."

Rhyder will be appearing on Saturday, April 8<sup>th</sup> at the Firehouse Saloon, located at 5930 Southwest Freeway in Houston. Call 713-977-1962 for information and showtime.