

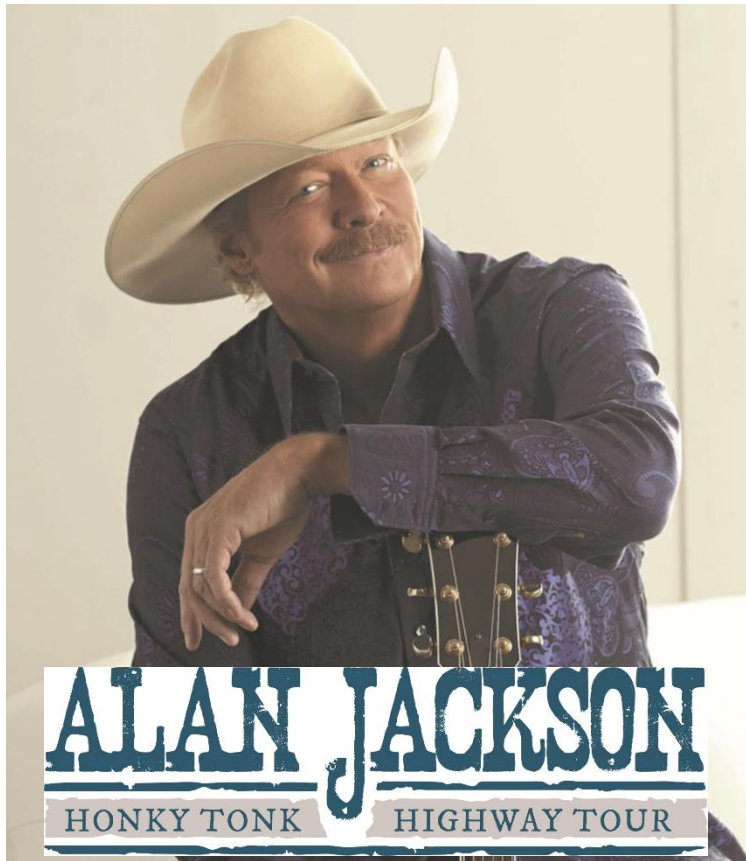
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PRESS RELEASE

Jackson's Just-Announced Induction to the Country Music Hall of Fame Turns His 2017 Tour into a Cause for Celebration with His Fans!

Grammy-winning vocalist Lee Ann Womack as special guest



Brookings, S.D. (4/20/2017) – Join the celebration as 2017 Country Music Hall of Fame inductee Alan Jackson brings his 2017 Honky Tonk Highway Tour to the Swiftel Center in Brookings, SD on Friday, August 4! Multi-platinum singer Lee Ann Womack will be the special guest. Tickets are on sale now.

Tickets are available at the Swiftel Center Box Office, by phone 800-745-3000, online at Ticketmaster.com and by visiting www.alanjackson.com, where you can find information about Alan, his tour schedule, music and more. VIP tickets and packages are also available.

Alan Jackson's concerts find the country icon performing hits that have gained him legions of longtime fans, songs that continue to draw new crowds as a younger generation discovers his music. Jackson's

repertoire withstands the test of time; it has impacted a field of artists who cite Jackson as an influence. It's these same songs – many of them written by Alan – that earned him his newfound place alongside country music's greatest names and cemented his place in its history with his new

membership in the Country Music Hall of Fame. Fans will hear the songs they love from the man who wrote them and made them famous, including his debut hit, "Here in The Real World;" signature songs such as "Chattahoochee," "Drive" and "Gone Country;" party anthems "It's Five O'Clock Somewhere" and "Good Time;" and many, many more.

Jackson's recently-announced induction to the Country Music Hall of Fame has turned his upcoming Honky Tonk Highway Tour show into a night of celebration with his fans – a chance for everyone who enjoys and has been touched by his music to join the party and share in his success! "For a man who loves country music there is no higher honor," the entertainer says. "This is the mountain top!"

Special guest Lee Ann Womack joins Jackson for his Brookings, SD show. As a Jackson duet partner of long-standing, Lee Ann has appeared on several of Alan's albums and the two have shared a number of stages including the Grand Ole Opry. Lee Ann also honored Jackson at the 2014 CMT Music Awards when he received his Impact Award. At the Swiftel Center, fans will hear hits spanning Lee Ann's career to date, as well as brand new and unreleased songs.

Jackson's 2017 Honky Tonk Highway Tour comes on the heels of the recent 25th anniversary celebration tour which found the superstar playing to sold-out crowds throughout 2015 and 2016. Jackson recently released the album, *Angels and Alcohol*, and is the subject of a new box set, *Genuine: The Alan Jackson Story*.

For more information, visit www.swiftelcenter.com, call 605-692-7539 and follow the Swiftel Center on Facebook, Twitter and Instagram.



ABOUT ALAN JACKSON

Just announced as an inductee to the Country Music Hall of Fame, Alan Jackson's membership among country music's all-time greats is the latest in a long line of career-defining accolades that include three CMA Entertainer of the Year honors, more than 25 years of membership in the Grand Ole Opry, a 2016 Billboard ranking as one of the Top 10 Country Artists of All-Time, induction to the Nashville Songwriters Hall of Fame, and the Heritage Award as the most-performed country songwriter-artist of ASCAP's first 100 years.

The man from rural Newnan, GA has sold nearly 60-million albums worldwide, ranks as one of the 10 best-selling male vocalists of all-time in all genres. He has released more than 60 singles – registering 50 Top Ten hits and 35 #1s (including 26 Billboard chart-toppers). He has earned more than 150 music industry awards – including 18 Academy of Country Music Awards, 16 Country Music Association Awards, a pair of Grammys and ASCAP's Founders and Golden Note Awards.

Jackson is one of the most successful and respected singer-songwriters in music. He is in the elite company of Paul McCartney and John Lennon among songwriters who've written more than 20 songs that they've recorded and taken to the top of the charts. Jackson is one of the best-selling artists since the inception of SoundScan, ranking alongside the likes of Eminem and Metallica. His most-recent album, *Angels and Alcohol*, topped the country album charts when it was released, and he is also the subject of a new box set, *Genuine: The Alan Jackson Story*, available now.



ABOUT LEE ANN WOMACK

Lee Ann Womack has sung for presidents, the Concert for the Nobel Prize and Maya Angelou's Celebration of Joy Rising. More importantly, the Grammy-winner has built a career singing songs that slice life wide open with a soprano that is all purity and ache. A Country Music Association Female Vocalist of the Year, Womack also won the prestigious Album of the Year for There's More Where That Came From, plus a pair of Singles of the Year.

The East Texan is a duet partner of choice for Jackson, Willie Nelson, John Prine, George Strait, and others. Her most recent album, 2014 Grammy Country Album of the Year nominee *The Way I'm Livin'* – produced by Frank Liddell (Miranda Lambert, Pistol Annies) – is an unvarnished distillation of Womack's clear-eyed take on the real world. Drawing on songs from Julie Miller, Bruce Robison, Hayes Carll, Mindy Smith and Neil Young, USA Today called it "irresistibly teasing" with The New York Times adding "[Womack] is entrancing."

ABOUT PEPPER ENTERTAINMENT

ESTABLISHED IN JULY OF 2006, PEPPER (PE) IS BASED IN SIOUX FALLS, SD. (PE) SPECIALIZES IN LIVE PROMOTIONS, CORPORATE & PRIVATE EVENT TALENT BUYING, CLUB & PERFORMING ART CENTER PROGRAMMING & MEDIA & MARKETING SERVICES. PE RECENTLY LAUNCHED A DIGITAL MEDIA FIRM THAT WILL SPECIALIZE ITS CRAFT AROUND WEB PLATFORM DEVELOPMENT & HOSTING, DIGITAL AND SOCIAL MEDIA MARKETING, BRAND DESIGN & MANAGEMENT.

ABOUT THE SWIFTEL CENTER

THE SWIFTEL CENTER IS A GATHERING PLACE FOR CULTURAL, RECREATIONAL AND EDUCATIONAL EVENTS. WITH A 30,000 SQUARE FOOT ARENA, STATE-OF-THE-ART BANQUET ROOMS, CONFERENCE ROOMS AND IN-HOUSE CATERING, THE SWIFTEL CENTER IS AN INTERNATIONAL AWARD-WINNING VENUE OF EXCELLENCE AND ONE OF SOUTH DAKOTA'S PREMIERE EVENT CENTERS.

ABOUT VENUWORKS

VENUWORKS PROVIDES CUSTOMIZED MANAGEMENT AND CONSULTING SOLUTIONS FOR ARENAS, STADIUMS, THEATRES AND CONVENTION CENTERS THROUGHOUT THE COUNTRY WITH SERVICES THAT INCLUDE OPERATIONS, CATERING, AND CONCESSIONS ALONG WITH THE BOOKING AND MARKETING OF SPORTS AND ENTERTAINMENT EVENTS.

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MEDIA: HIGH RES IMAGES OF ALAN JACKSON & LEE ANN WOMACK ATTACHED FOR USE.

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