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FOR IMMEDIATE RELEASE

Cascio Interstate Music's "Groove" Stage at Summerfest '09 Features 85 Local and Original Bands

Cascio Stage Moves to New and Improved Summerfest Location

New Berlin, WI (May 14, 2009) – In keeping with a 63-year history of promoting Milwaukee-area musicians and their music, Cascio Interstate Music, Wisconsin's largest music store and among the nation's largest Indie music companies, heads once again into Summerfest with eleven straight days of LIVE, LOCAL and ORIGINAL Music. From Thursday, June 25th through Sunday, July 5th, the Cascio Interstate Stage will exclusively feature over 85 Milwaukee/Wisconsin area bands during the Summerfest run.

This year, the Cascio Stage is moving to a new and improved location, the former Chipotle Rhythm Kitchen Stage, located between the Harley-Davidson Roadhouse and the Briggs & Stratton Big Backyard stages. This location offers fans a larger area with ample, improved seating and sound, in a green space with benches and tables for festival-goers to relax and enjoy the music. The Cascio Stage offers fans the opportunity to see up-close just what Milwaukee has to offer in the way of new and original music.

"For over forty years," says Cascio Interstate CEO, Michael Houser, "Summerfest has made a point of showcasing great artists and their music. This year, Cascio Interstate Music is again proud to provide opportunity at our exclusively local and original stage for Milwaukee-area bands with the perfect venue to display their outstanding talents, at our Cascio Stage. We believe this is a way for us to positively present artists right here in our community who deserve attention at one of the nation's largest music festivals."

Houser adds, "We are additionally delighted to have our 2 great Indie partners back this

-more-

year as stage co-presenters. Both the Shepherd Express and WMSE Radio are with us again to provide both promotional efforts as well as support on band and artist selection. We believe having these two Milwaukee media fixtures involved with us will help continue to make the stage a success."

The lineup is more than impressive, spanning many diverse genres from indie and alternative to hard rock, funk, and acoustic sets. A sampling of bands scheduled to appear include Pezzettino, The Celebrated Workingman, Testa Rosa, Fable & The World Flat, John the Savage, The Color Truth, The Invaders, and more (schedule is attached). New this year will be performances from the Cascio-sponsored Milwaukee Bucks Wild! Drumline, a 21-member ensemble which performs at Milwaukee Bucks home games.

Since 1946, Cascio Interstate Music has based its business around serving the needs of Milwaukee-area musicians. Cascio's Summerfest Stage personifies the company's ongoing quest to highlight this huge talent pool of significant artistry. For more information, visit www.interstatemusic.com/summerfest, or log on to www.myspace.com/interstatemusic for show schedules and late-breaking Cascio Stage news.

Cascio Interstate Music is among the nation's top Independent musical instrument retailers, ranking 14th in the United States. Cascio has been operating for over 60 years, headquartered in the suburban Milwaukee, Wisconsin marketplace, which houses its retail Superstore, Call Center, Web Center and corporate offices. Its Distribution Center in Waukesha, WI handles over 40,000 items. Cascio Interstate offers a wide selection of musical instruments, fine pianos, accessories, sheet music, private music lessons, free in-store educational clinics, rentals, repairs, and more. More information on the Company is available at www.interstatemusic.com.

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WMSE.org

Cascio
interstatemusic.com

Shepherd Express
express milwaukee.com

GROOVE GARAGE

85

LIVE • ORIGINAL
MILWAUKEE BANDS

Thursday, June 25
2:00pm TBA
3:00pm Reaching Scarlet
4:00pm The Up and Atoms
5:00pm Dub District
6:00pm BSG
7:00pm Toad King
8:00pm The Invaders

Friday, June 26
2:30pm Ian & The Dream
3:30pm Beach Patrol
4:30pm Certain Stars
5:30pm Blank Radio
6:30pm Atomic Blue
7:30pm sleepcomesdown
8:30pm The Trusty Knife
9:30pm The Celebrated Workingman

Saturday, June 27
2:30pm The Young & Madlys
3:30pm Scarlet Escape
4:30pm canyonsofstatic
5:30pm Burbank Cartel
6:30pm Sleeping in the Aviary
7:30pm Revision Text
8:30pm Fable & The World Flat
9:30pm Death Ships

Sunday, June 28
2:30pm TBA
3:30pm Union Pulse
4:30pm Worrier
5:30pm Kid , You'll Move Mountains
6:30pm SleepTightCo.
7:30pm At Latl
8:30pm John The Savage

Monday, June 29
3:30pm Carrie Melton
4:30pm Longacre
5:30pm The Vega Star
6:30pm TBA
7:30pm TBA
8:30pm Testa Rosa
9:30pm The Wildbirds

Tuesday, June 30
2:00pm Soup
3:00pm Burgundy Ties
4:00pm Katz Sass
5:00pm Robert Allen Jr. Trio
6:00pm The Danglers
7:00pm Jayme Dawicki
8:00pm Keith Pulvermacher
9:00pm MC2
9:45pm Fresh Cut Collective

Wednesday, July 1
2:30pm The Delta Routine
3:30pm Year of the Gun
4:30pm 1956
5:30pm The Barrettes
6:30pm National Beekeepers Society
7:30pm Disguised as Birds
8:30pm Blueheels
9:30pm hitide.lotide

Thursday, July 2
2:30pm The Ragadors
3:30pm The Brimleys
4:30pm The Brothers Burn Mountain
5:30pm Dick the Bruiser
6:30pm Sharking Hour
7:30pm Super Custom Deluxe
8:30pm Whiskey Bound

Friday, July 3
2:30pm Absolutely
3:30pm Curb
4:30pm Whole Hearted
5:30pm Terrior Bute
6:30pm Cougar Den
7:30pm Red Knife Lottery
8:30pm Protestant
9:30pm Father Phoenix

Saturday, July 4
2:30pm The Sleazy Beats
3:30pm The Berettas
4:30pm Box The Clown
5:30pm Sons of Toil
6:30pm Fahri
7:30pm Pezzettino
8:30pm Brief Candles
9:30pm Invade Rome

Sunday, July 5
1:30pm Swamp
2:30pm Dad the Plow
3:30pm Conniption
4:30pm Insinis
5:30pm Lyden Moon
6:30pm Way to Fall
7:30pm Decapitado!
8:30pm Crumpler
9:30pm The Color Truth

LIVE!
NEW LOCATION!

Milwaukee Summerfest

myspace.com/interstatemusic
interstatemusic.com/summerfest