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JULY 2007

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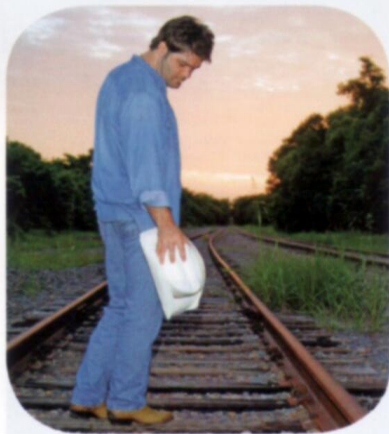
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Country Music, Texas Spirit

CAN'T GET TO A LONE STAR DANCE HALL? NO PROBLEM.
PALO DURO RECORDS WILL BRING ONE TO YOU.



Palo Duro Records' The Derailers and Jon Christopher Davis.

dance halls that remains vibrant. Only the Eastern college and West Coast club circuits can rival Texas as regions where live music seems to remain important to large numbers of fans. As proof, last October Palo Duro released *Luckenbach! Compadres!*, a collection of blistering tracks recorded over two energy-filled nights in Luckenbach by artists who flocked to the little town of legend to pay tribute to their favorite state and town.

"If you go to Nashville or even L.A. you'll find a lot of great talent sitting by the phone waiting for it to ring with a big deal," says Thomas. "In Texas, you find this attitude of, 'I'm gonna do it anyhow,' and you also find a lot of opportunities to play live right out the back door. Quite a few guys are doing well with no label and no management—nothing but a bull-in-a-China-shop attitude of just making it happen, no matter what."  —Chuck Thompson

"Love Had Something Else in Mind," was co-written by Stan Lynch, of Tom Petty and The Heartbreakers fame. Legendary Country/pop songwriter Rodney Crowell also co-wrote a track on the album.

Now 38, Thomas was drawn to Dallas in the 1990s not by music, but to be part of several high-tech startups. Though he's never been in a band and plays no instrument—"I'm a curiosity in this business," he laughs—Thomas jumped into music when he got bored with microchips. He couldn't have picked a worse time.

"The business model for music is just collapsing," says the entrepreneur who grew up in Bowling Green, Kentucky, and now splits his time between Tennessee and Texas. "Physical product sales are going through the floor—they're history. But digital sales were up more than 100 percent last year. I do think we're going to see this take off in two or three years."

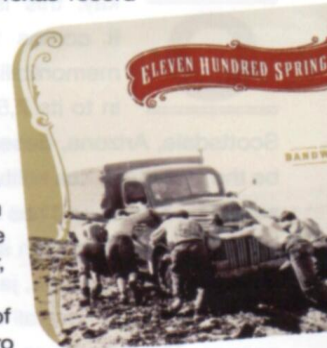
What'll keep Palo Duro in business in the meantime is a Texas tradition of clubs and

Hank Williams *Wouldn't Make It Now* in Nashville, Tennessee. That might be a typically clever song title from Eleven Hundred Springs—the best Texas band you've probably never heard of—but it might also serve as the motto for Palo Duro Records, the best Texas record

label you just might have begun hearing about. Founded in 2001, Palo Duro has assembled an all-star roster of primarily Lone Star talent—Eleven Hundred Springs, Dale Watson, The Derailers—by tapping into the to-hell-with-Nashville tradition that's been a part of Texas music since Willie Nelson set up shop in Austin in the 1970s. Jon Christopher Davis, a Dallas songwriter whose eponymous CD Palo Duro released last year, is a perfect example of the label's ethic.

"Jon did a stint in Nashville, like a lot of guys trying to find the dream," says Palo Duro founder Chris Thomas. "Then they find out they can work at McDonald's in Dallas just as easy as they can in Nashville. Jon came back to pursue music."

So far the move has paid off for Davis, whose "next big thing out of Texas" reputation got him connected in a hurry. His album's first single,



Palo Duro Six-Pack

We asked label founder Chris Thomas for some of his favorite Palo Duro tracks. Download them at www.palodurorecords.com/cowboysindians.

■ "What I Like About Texas"
Morrison-Williams with Gary P. Nunn

"Recorded live at Luckenbach, this is a perennial Texas favorite."

■ "Hey, Valerie!"
The Derailers

"Stephen King's favorite Country song of 2006—and I agree."

■ "Vegas"
Two Tons of Steel

"Incredibly cool road-trip song. Favorite line: 'Life's for living, for giving, not knowing what's in store.'"

■ "I Don't Care"
Jon Christopher Davis

"An upbeat rocker I still can't get out of my head."

■ "Texas Woman"
Tommy Alverson

"One of the finest love songs ever written. Another Texas classic."

■ "The Only Thing She Left Me Was the Blues"
Eleven Hundred Springs

"Matt Hillyer's humor and wit are special—this is a lively tale of woe."