



THE WHO WORLD TOUR ADDS 14 NEW DATES IN NORTH AMERICA

NEW YORK, NY -- (September 12, 2006) - The Who will add 14 new dates to the North American leg of their world tour. The dynamic force behind The Who, Pete Townshend and Roger Daltrey, will excite fans in Denver, Ft. Lauderdale, Uncasville, Salt Lake City, Dallas, Houston, Atlanta, Omaha, Hershey, Grand Rapids, Minneapolis, Las Vegas, Indian Wells, and Columbus. The Who will kick off their first world tour in over 20 years on September 12th at Philadelphia's Wachovia Center. The legendary rock band is now confirmed to play 38 dates at arenas and amphitheatres across the U.S. and Canada.

Following on the heels of such hot guest artists including Peeping Tom, moe., Inward Eye and Rose Hill Drive, the Pretenders will join The Who on the second half of the tour. The Pretenders will rock fans with their legendary, signature sound and unforgettable hits.

Anticipation for the tour is already running at an all-time high following the incredible critical and box-office response to the Who's European shows which opened in June. Fans and critics alike have hailed the show as being, "Just like the good ole days," with the same, unbridled power and emotion that exemplifies a Who show.

The Who, famous for their powerful music and energy on stage, will perform songs from their new mini rock opera, *Wire & Glass*, material from their upcoming studio album along with their greatest hits and rarities, certain to please long time fans. The new album titled *Endless Wire*, the band's first since 1982's *It's Hard*, is scheduled for an October 31 release.

Pete Townshend and Roger Daltrey reunited for the Live 8 concert in London's Hyde Park as well as the 9/11 Benefit concert at Madison Square Garden. They will be joined on stage for this tour by John 'Rabbit' Bundrick on keyboard, Pino Palladino on bass, Zak Starkey on drums and Simon Townshend on guitar and vocals.

Date	City	Venue	On Sale
Nov. 10	Las Vegas, NV	Mandalay Bay	TBA
Nov. 11	Indian Wells, CA	Indian Wells Tennis Garden	TBA
Nov. 13	Salt Lake City, UT	Delta Center	Sept. 23 (10am)
Nov. 14	Denver, CO	Pepsi Center	Sept. 16 (10am)
Nov. 17	Dallas, TX	American Airlines Center	Sept. 23 (10am)
Nov. 18	Houston, TX	Toyota Center	Sept. 23 (10am)
Nov. 20	Ft. Lauderdale, FL	BankAtlantic Center	Sept. 18 (10am)
		The Arena	Sept. 23

Nov. 22	Atlanta, GA	at Gwinnett Center	(10am)
Nov. 27	Hershey, PA	Giant Center	Sept. 25 (10am)
Dec. 1	Uncasville, CT	Mohegan Sun	Sept. 16 (10am)
Dec. 5	Grand Rapids, MI	Van Andel Arena	Sept. 30 (10am)
Dec. 7	Omaha, NB	Qwest Center	Sept. 23 (10am)
Dec. 8	St. Paul, MN	Xcel Energy Center	Sept. 30 (10am)
Dec. 11	Columbus, OH	Value City Arena	Sept. 29 (10am)

Every ticket sold for the tour will include a free Virtual Ticket membership in The Who Tour club. Updated throughout the tour, tour club members will be given an exclusive insider's look at every aspect of the tour. From rehearsals and preparations to coverage via audio and videos streams, downloads, set lists and news and much more. For further information including Tour Club memberships and VIP packages visit www.thewhotour.com.

Tickets will be priced at \$97, \$77, and \$52 in most U.S. markets with a limited number of golden circle seats also available.

Additional show dates to be announced. Check local listings for ticket information and on sale times.

The Who World Tour is presented by Concert Productions International.

For Official Tour Information, Fan Club Memberships & VIP Packages, visit: www.thewhotour.com.