

# PUBLIC RELATIONS

**TOM KEIFER**  
**DELUXE EDITION OF DEBUT ALBUM, 'THE WAY LIFE GOES,'**  
**SET FOR RELEASE OCTOBER 20 ON CLEOPATRA RECORDS**  
**WITH NEWLY RECORDED BONUS TRACKS OF CLASSIC BEATLES COVER AND**  
**"NOBODY'S FOOL" DUET FEATURING HALESTORM'S LZZY HALE**

September 14, 2017 -- TOM KEIFER once sang, "You're only going once around the ride."

He's proving that theory wrong with the highly anticipated release of THE WAY LIFE GOES - DELUXE EDITION, an expanded compilation of his critically acclaimed solo debut album, THE WAY LIFE GOES, chock full of bonus content and special artwork.

THE WAY LIFE GOES - DELUXE EDITION is finally set for release October 20 on Cleopatra Records. Pre-orders are now available on [Amazon](#) and on Cleopatra's [website](#). The package will include the original album that has been remastered by Richard Dodd (Kings of Leon, Jason Aldean, Lady Antebellum). It also has two brand new studio tracks recorded in Nashville by three-time Grammy® Award-winner Vance Powell (Jack White, Chris Stapleton) with KEIFER and his bandmates (#keiferband: Tony Higbee, Billy Mercer, Paul Simmons, Paul Taylor, Savannah Keifer, and Kendra Chantelle). Fans will finally get to hear the long-awaited studio recording of The Beatles' "With A Little Help From My Friends," which KEIFER performs at all of his concerts, plus a powerful new take on the Cinderella classic "Nobody's Fool," newly recorded as a duet with Lzzy Hale of Halestorm.

"The reason that I picked up guitar, the reason that I sing the way I do, was all because of that guy," said Hale of KEIFER's influence on her at a young age. The two first performed "Nobody's Fool" live together in Atlantic City, NJ in September 2013.

"I remember the first time seeing Lzzy perform live at the House of Blues show in Atlantic City and being absolutely floored by the power of her voice and performance," KEIFER continues. "She's an amazing artist and has been a great inspiration to me as well."

There will also be a bonus DVD with music videos, tour clips, and "The Way Life's Goin'," a 30-minute documentary produced by Tammy Vega (KEIFER's longtime official photographer) about the creation of the bonus tracks, exclusive interviews with the band filmed during the new recording sessions, and live footage.

THE WAY LIFE GOES - DELUXE EDITION will be wrapped in an all new six-panel digipak designed by artist David Calcano (creator of the Fantoons comic strip series) with 20 pages of one-of-a-kind unique illustrations depicting each song.

As KEIFER explains, "Everything from the new artwork, documentary, videos and bonus tracks contained in the DELUXE EDITION is a sum of all the amazingly talented people who came into our world as a result of the initial release. The two bonus tracks were specifically chosen and recorded as we felt them both to be special collaborations that came about while touring for THE WAY LIFE GOES."

(more)

New band members Jarred Pope (drums) and Kory Myers (keyboards/vocals) join the #keiferband lineup in 2017. Writing has begun for a follow-up to THE WAY LIFE GOES with recording slated for Fall 2018.

Upon its initial release, THE WAY LIFE GOES garnered rave reviews. To wit:

“A collection of 14 blues howlers, Stones-y rock and, yes, big ballads, the album calls to mind Cinderella but with an even more rootsy undercurrent.”

--Joseph Hudak, Rolling Stone

“...14 songs that stay true to form – killer blues-rock playing and tones, hooks galore, and strong songwriting. If you’re a fan of harder-edged rock and long to hear genuinely enjoyable new tunes, it may be just the thing; the opener, ‘Solid Ground,’ offers pure Keifer guitar and vocals with a feel reminiscent the Stones’ *Exile On Main Street* while the remaining tracks are, much like his life the last 15 years, an up-and-down ride.”

--Ward Meeker, Vintage Guitar

“...the record features such vital, vibrant guitar tones and parts that are immediate and honest. They also have that cool, interlocking, layered quality that made so many classic rock albums so, well, classic. Keifer flat-out knows how to play vibey guitar parts with ungodly tone, and fans of the Stones, Zeppelin, Steve Marriott, and early Aerosmith should definitely take notice. And, although you wouldn’t wish hemorrhaging vocal cords on anyone, this guy is singing better than ever to complement his great 6-string parts.”

--Matt Blackett, Guitar Player

“THE WAY LIFE GOES marks the first release of any kind by Keifer since Cinderella’s last record, 1994’s STILL CLIMBING. In many ways, it picks up right where the band left off. The first single, ‘The Flower Song,’ echoes ‘Maggie May,’ the familiar grit in Keifer’s voice approximating *Faces*-era Rod Stewart; but for the most part the album replicates the blend of pounding hard rock, soaring ballads and blues and country tinges that characterized Cinderella’s sound beginning with LONG COLD WINTER.”

--Shaun Brady, Philadelphia City Paper,

“‘The Flower Song,’ his premiere solo offering, smacks of the Black Crowes/the Faces.”

--Katherine Turman, Village Voice (NY)

Here’s the complete track listing for THE WAY LIFE GOES - DELUXE EDITION:

DISC 1: CD

1. Solid Ground
2. A Different Light
3. It’s Not Enough
4. Cold Day In Hell
5. Thick and Thin
6. Ask Me Yesterday
7. Fool’s Paradise
8. The Flower Song
9. Mood Elevator
10. Welcome To My Mind
11. You Showed Me
12. Ain’t That A Bitch
13. The Way Life Goes
14. Babylon

(more)

**BONUS TRACKS**

- 15. Nobody's Fool feat. Lzzy Hale
- 16. With A Little Help From My Friends
- 17. Nobody's Fool (Piano Version)

**DISC 2: DVD**

- Chapter 1) The Way Life's Goin' (Documentary)
- Chapter 2) Solid Ground (Music video)
- Chapter 3) The Flower Song (Music video)
- Chapter 4) It's Not Enough (Music video)
- Chapter 5) It's Not Enough (Lyric video)
- Chapter 6) Album Promo
- Chapter 7) Cathouse Live
- Chapter 8) Count Vamp'd Las Vegas
- Chapter 9) Farm Rock Chicago

Check out TOM KEIFER at any of the following tour stops:

<b><u>DATE</u></b>	<b><u>CITY</u></b>	<b><u>VENUE</u></b>
Sat 9/23	Hopewell, VA	Beacon Theatre
Sun 9/24	Big Flats, NY	Tag's Summerstage
Thu 10/5	Irving, TX	The Pavilion at Irving Music Factory
Fri 10/6	Lexington, KY	Manchester Music Hall
Wed 10/11	New York, NY	B.B. King Blues Club & Grill
Thu 10/12	Derry, NH	Tupelo Music Hall
Fri 10/13	Chester, PA	The Block at Harrah's Casino
Sat 10/14	Warrendale, PA	Jergel's Rhythm Grille
Fri 10/20	Little Rock, AR	Arkansas State Fair
Sat 10/28	Denver, CO	Fillmore Auditorium
Fri 11/3	Galveston, TX	Lone Star Rally at Saengerfest Park
Sat 11/4	San Antonio, TX	The Rock Box
Thu 11/9	Pasadena, CA	The Rose
Fri 11/10	Santa Clarita, CA	The Canyon
Sat 11/11	Big Bear Lake, CA	The Cave
Sun 11/12	San Juan Capistrano, CA	The Coach House
Thu 12/7	Joliet, IL	The Forge
Fri 12/8	Dubuque, IA	Q Casino

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