

A SPECIAL HBO SHOW ANNOUNCEMENT!



**SET YOUR DVR, TiVo RECORDER, OR SEE IT LIVE ON
HBO Cable TV airing on JUNE 20, 2010 @ 10PM**

**Global Entertainment Icon Lloyd Price
Makes his acting debut on the new HBO Drama series**



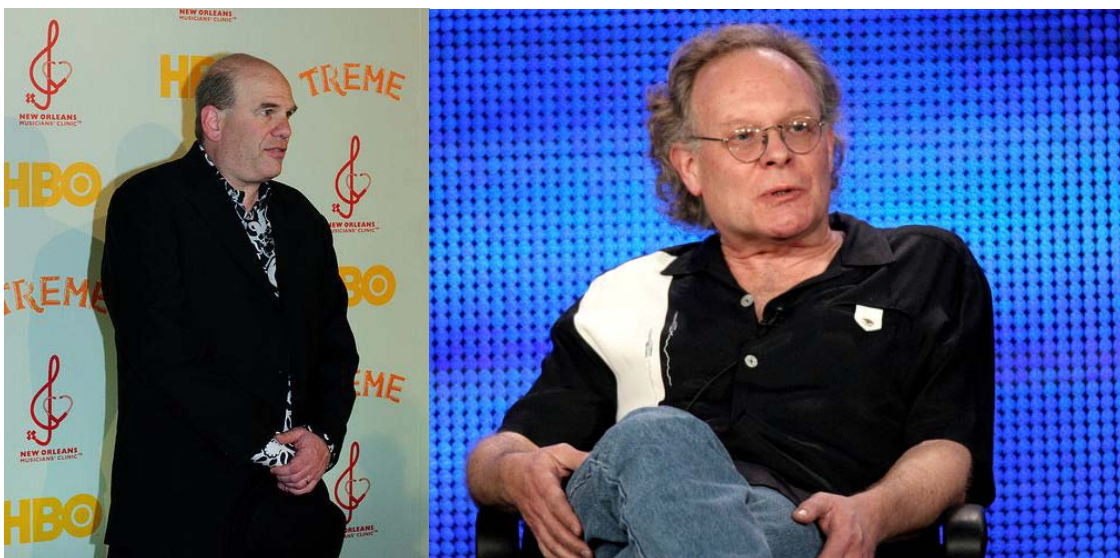
TREME

(pronounced Truh May)

The hottest and most talked about HBO new drama show is an American Cable Television drama series created by the Producing 'Midas Touch of David Simon' and his Co-Executive Producer partner, Eric Overmyer. **TREME** is a neighborhood in the City of New Orleans. The show time-line takes place three (3) months after Hurricane Katrina where the residents of New Orleans which includes chefs, musicians, Mardi Gras Indians, and just ordinary citizens try against very tough odds to rebuild their lives, their homes, and the New Orleans culture in the aftermath of the 2005 devastating Hurricane Katrina. They go through it all attached to the music and the resilience of its strong people.

The original **HBO** programming series made its premier April 11, 2010 with an 80 minute pilot episode. There are 10 episodes in the first season. On April 13, 2010, it was announced that **HBO** has renewed the show for a second season.

David Simon was given a copy of the Lloyd Price Book, '*Lawdy Miss Clawdy... the True King of the 50's...The Lloyd Price Story*' by a mutual friend, Clarence Mitchell. David was so impressed with the history of Lloyd Price and the impact that he had on the New Orleans music and music worldwide, that a script for Lloyd Price was sent to read for an audition. The audition reading by Lloyd Price was so impressive, David & Eric decided to assemble their incredible writers lead by head writer Tom Piazza (author of the book '*Why New Orleans Matters*'). They wrote Lloyd Price into the **TREME** series portraying his own character, the Global Icon Lloyd Price.



HBO Treme Executive Producers: (l-r) David Simon & Eric Overmyer

THREE KEY CHARACTERS OF THE HBO DRAMA, TREME

(l-r) David Simon – TREME Actor Wendell Pierce – Eric Overmyer



The three (3) key people above have all been quite successful working together.

David Simon is a veteran HBO producer and writer who developed the shows, *The Corner*, *The Wire*, and the *Generation Kill*. His Executive Producer partner, Eric Overmyer is an experienced playwright and television writer / producer and collaborated with David Simon on the show, *Homicide: Life of the Street & The Wire*.

Wendell Pierce was the first star of the show **TREME** to be attached. He plays the role of Antoine Batiste, an accomplished trombonist on the HBO series.



Wendell Pierce was born in New Orleans which made him a natural for the role. He is a great dramatic actor and best known for his portrayal of Detective Bunk Moreland on the HBO drama...**THE WIRE**.

Lloyd Price is joined on the HBO set in New Orleans by the man who discovered him in Kenner Louisiana when Price was only 17 yrs old. Lloyd Price was sitting in his mother's Fish 'n' Fry working on a little song... Price called : *Lawdy Miss Clawdy*. Dave Bartholomew loved the song and decided to record & co-produce Lloyd Price. Dave had his writing partner, Fats Domino play piano on the song. *Lawdy Miss Clawdy* became the Song of the Year in 1952 and made Lloyd Price the 1st Teenager to sell one million records in music history. (l-r) Lloyd Price, his hero is pictured in the middle(DAVE BARTHOLOMEW) and to the far right is the world famous songwriter / pianist Allen Toussaint (who also appears in the Lloyd Price HBO episode) on June 20, 2010.



Two of New Orleans Icon Musicians



DAVE BARTHOLOMEW



ALLEN TOUSSAINT



RECORDING ARTIST IRMA THOMAS JOINS THE ICONIC TRIO

IRMA WAS ALSO ON THE SET AND WILL APPEAR IN THE LLOYD PRICE EPISODE ON HBO ON JUNE 20, 2010



Actor Wendell Pierce (back left) brought his Mother and Father on the set to Meet Lloyd Price after filming. It was a real treat and honor for Lloyd Price to meet his home folks from New Orleans.



(l-r) Treme writer Tom Piazza, Lloyd Price, Co-Executive Producer Eric Overmyer were all smiles on the HBO set after filming.

INSTANT BUDDIES TWO PERSONALITY KINGS !



FAMOUS ACTOR JOHN GOODMAN WHO PLAYS A MAJOR ROLE ON TREME SERIES WAS ON HIS KNEES KISSING THE RING OF LLOYD PRICE AND HAD EVERYONE LAUGHING AND IN TEARS LLOYD PRICE IS ALSO A BIG FAN OF JOHN GOODMAN... TOGETHER THEY BRING A LOT OF PERSONALITY.



DAVID SIMON'S EXECUTIVE ASSISTANT DANA RASHIDI WAS THE PERFECTION OF EFFICIENCY. SHE KEPT IT SMOOTHLY GOING ON & OFF THE SET. We love you, DANA !

AFTER THREE LONG DAYS OF ACTING FROM SUNRISE TO SUNSET LLOYD PRICE RETURNS TO HIS PRIVATE TRAILER AND THANKS THE PRODUCTION CREW, THE DIRECTOR, THE PRODUCERS, AND DAVID SIMON AND ERIC OVERMYER.



REMEMBER THE DATE:

SUNDAY, JUNE 20TH 2010

10 PM - HBO

FOR ADDITIONAL INFORMATION ON:



SONGWRITER / ARTIST / PRODUCER / ACTOR / ENTREPRENEUR

CONTACT: William 'Dollar-Bill' Waller

Email: dbagent@cox.net

website: www.lawdymissclawdy.com