

Twelve Time LATIN GRAMMY Winner - “One of the 100 Most Influential People in the World” (TIME)

“...exemplifies music's ability to speak to everyone... his musicianship [is] universal and very powerful... an artist whose music comes straight from the genuine spirit of his soul”-Quincy Jones in “THE TIME 100”

“the single most important figure of the past decade in Latin music” – Los Angeles Times

“Latin America's hottest singer-songwriter... a soulful poet with electric guitar... [Juanes] has set himself apart as one of Latin America's most politically conscious musicians” - New York Times “Arts” COVER feature

“Bucking a trend [that] assumed that in order to make it big, Hispanic artists needed to sing in English, Juanes has never done so -- nor does he need to... his sales numbers back his decision ... Juanes is often compared to Bono and Sting, with whom he shares a passion for social activism. But he has become something entirely new - the first truly international rock star to emerge from Latin America” - Associated Press

“A charismatic, politically-aware musician who sells millions of records, whose London gig sold-out within an hour. A rocker with a hard driving guitar [and] a truckload of provocative lyrics...Beloved of McCartney and Bono – and last night, equal to both.. Juanes has attained superstardom...A leading anti-landmine campaigner.. his songs tell of the pain, hopes and happiness of Colombia (5-star concert review)” – The Evening Standard (UK)

In both critical respect and global commercial success, Juanes has become the leading all-Spanish language music artist in the world - with The Los Angeles Times declaring him “the single most important figure of the past decade in Latin music” and TIME Magazine naming the Colombian rocker as “One of the 100 Most Influential People in the World.” Both an electrifying guitarist and socially conscious songwriter, Juanes is now often mentioned alongside artists such as Bono and Bruce Springsteen for his belief in the possibility of social change through music. Juanes’ musical message of peace confronts the violence of his native Colombia’s continued struggle, as well as conflict across the world, while pointing to the love of family and respect of countrymen as the way to rise above the fray. Millions of fans have adopted the songs of this poetic rocker as virtual anthems for Latino pride, prayers for peace, and the strength of love.

Juanes’ dedication as a global activist also extends far beyond his passionate lyrics, and can be seen in the philanthropic organizations to which he dedicates his continued time and energy. Long a crusader in spreading word about the dangers of landmines in both Colombia and across the world, Juanes’ commitment to “United For Colombia” was recognized by Sir Paul McCartney – who honored the young rocker at the 2005 *Adopt-A-Minefield* gala. Juanes’ commitment to the cause accelerated even further in 2006 as he was invited to speak on the issue and give the first music performance in the main chamber of the EU Parliament – spurring a 2.5 million Euro donation for victims. Juanes quickly followed this effort by organizing the highly successful *Colombia sin Minas* benefit concert in Los Angeles, where artists such as Alejandro Sanz, Juan Luis Guerra, Carlos Vives and more joined Juanes for an intimate acoustic concert raising funds for injured children. In response to Juanes’ continued dedication to the aid of his country, Colombian President Uribe declared the performer as “Colombia’s greatest Ambassador” – going on to thank Juanes on behalf of the country:

“Juanes, many thanks, what you have done for Colombia is indescribable. The truth is that we have seen a lot of emotion in Colombians from your work. That role of ambassador in name of the art, of the culture, of the pains, and of the aspirations of Colombians that you exercise before the world is more useful than what any government can do”

Wanting to confront other important issues he sees facing the world today, Juanes has also dedicated his time to a number of causes that extend far beyond the borders of Colombia. Most notably, Juanes has worked closely with UNHCR (The UN High Commissioner on Refugees) in shining a light on the turmoil faced by displaced people across the globe, acts as an ambassador for “YouthAIDS” – where he is working to educate young people throughout Central and South America in hopes of stemming the spread of the deadly virus, has recorded PSA’s encouraging blood donations to the Red Cross, and often donates signed guitars to numerous other charitable causes. In response to this worldwide charitable work and his “significant contributions to the arts,” France recently honored Juanes with the designation of *Knight of The Ordre des Arts et des Lettres* (Order of Arts and Letters).

Of course, the content of these altruistic messages is not effective if the messenger does not reach people, and it is safe to say that Juanes is certainly Latin Rock’s leading force in reaching fans.

Following his time developing as a musician in the Colombian hard-rock band Ekymosis, Juanes relocated to Los Angeles and burst upon the international Latin rock scene with the release of his solo debut album Fijate Bien in 2000. The intensely dark and thought-provoking work was quickly hailed by music critics:

"a haunting, wrenchingly powerful recording that burns with a cold fire... An unforgettable record" - Miami Herald
"Juanes writes songs about soul-searching, danger, a sense of loss and a stubborn survival instinct, addressing both the civil war in Colombia and more private turmoil... Juanes faces down violence and mortality with a hefty beat" - NY Times
"A brooding and edgy work... an uncompromising work of almost nihilistic disillusion and social outrage ...the haunting songs applied to what the whole world was now facing—the fragility of life and an uncertain future." - LA Times
"one of the most thought-provoking, exhilarating discs released this year... a debut to remember." - Billboard
Fijate Bien went on to garner a record-setting SEVEN Latin GRAMMY nominations (winning three), and set the foundation for Juanes' approaching ascendancy to the rank of international superstar.

Still spotlighting the dangers that surround us, but pointing the way through to the hope of a more peaceful tomorrow, Juanes returned with a brighter vision on his landmark second album *Un Dia Normal* ("A Normal Day"). Released in the fall of 2002, *Un Dia Normal* became the #1 Spanish-language album for all of 2003 in both sales and airplay, and *still* holds the record for the longest Top-10 chart run (92 Weeks) of *any* Latin album in history. The album's success lead Juanes to top six separate *Billboard* Year-end Latin charts, including #1 album, #1 singles artist, and #1 songwriter, and resulted in his selection for the cover of *Billboard's* "Year In Music" special issue. Producing five hit singles, *Un Dia Normal* lead Juanes to a sweep of the 2003 Latin Grammy telecast (winning all five awards for which he was nominated: "Album Of The Year" - "Record of the Year" - "Song of the Year" - "Best Rock Solo Album" & "Best Rock Song"). He also was the top winner at Univision's *Premio Lo Nuestro Awards* and garnered MTV Latin America's "Artist of the Year" & "Best Rock Artist" awards. Of course, the high critical praise for Juanes' songwriting and musicianship continued as well:

"songs that live up to the phrase "timeless classic... what he started on Fijate Bien, bringing a sense of poetics and meaning back to songwriting is brought to full fruition on Un Dia Normal" - Newsday
"Juanes [is a] Stirring Voice of Hope... an almost defiant affirmation of life and a new faith in the power of love and pop harmonies...tempered with reminders to live each moment fully because it can be one's last." - Washington Post
"[First single] 'A Dios Le Pido' is a prayer for peace [with] a somber intensity" - New York Times

Juanes' global impact grew even more significant with the release of his third album, the socially and emotionally relevant *Mi Sangre* ("My Blood"). *Mi Sangre* not only debuted at #1 throughout the Spanish speaking world (quickly reaching multi-platinum status in numerous countries), but also found Juanes continuing his Latin radio airplay dominance with three consecutive singles from the record claiming the #1 spot on *Billboard's* "Hot Latin Songs" chart - for a combined total of over 6 months at #1. Even though the album was released in the fall of 2004, the record's continued success once again saw Juanes top *Billboard's* 2005 year-end list as the year's #1 Latin Songwriter and #1 Latin Singles artist. With *Mi Sangre* likewise receiving wide award recognition, Juanes was *once again* the top winner at the Latin Grammy broadcast, bringing his career total to an astounding TWELVE Latin GRAMMY Awards, as well as 9 MTV Awards, 8 Premio Lo Nuestro Awards, and 7 BMI Awards for songwriting (including Songwriter of the Year"). The success of *Mi Sangre* and its worldwide smash single "La Camisa Negra" also quickly expanded to Europe, where Juanes reached #1 in Germany, Italy, France, Spain, Austria, Switzerland and more. Juanes' skyrocketing popularity in Europe also lead to high-profile performances at both *The World Cup Draw & Nobel Peace Prize Concert*. In total, *Mi Sangre* and its multiple hit singles reached #1 on album and/or singles charts in 32 countries throughout Latin America, The United States and Europe. In 2006, even the Far East embraced *Mi Sangre*; as Juanes achieved the highest ever debut for a Spanish language album in Japan. In total, the album has sold well over 4 million copies, including over a million copies in The United States and another million units in non-Spanish speaking countries in Europe and Asia.

"With his socially conscious lyrics, [Juanes]is Latin America's answer to Springsteen and Bono... combine[s] charisma with stirring messages of global social awareness... exhibits a sheer musicality that translates across cultures"- People
"Cements his leadership position with his best effort yet, Juanes triumphs yet again on "Mi Sangre." - Chicago Sun-Times
"Exceeds its predecessors... Mi Sangre is one of the year's best releases, in any language." - Houston Chronicle
"...cements [Juanes'] status as Latin America's most compelling singer-songwriter." - Newsday

An essential element in Juanes worldwide success has been the artist's intensive touring schedule that has brought his acclaimed live performances to millions of fans across the world. Launched in February of 2005 in Tampa, Florida and concluding in August of 2006, *The Mi Sangre Tour* was quite simply the most extensive worldwide tour in both concert performances and audience size ever mounted by an all-Spanish language performer. Declared "The Best Concert of the Year... as good as music gets" by *The Miami Herald*, *The Mi Sangre Tour* broke new ground for a Latin rock tour as it sold out arena's such as Madison Square Garden, stadiums in Europe and Latin America and drew over 150,000 fans to a show in Medellin, Colombia. In total, the *Mi Sangre Tour* played 170 concerts over 19 months in 31 countries. After two years of promotion & touring for *Mi Sangre*, Juanes withdrew from the public eye in order to write and produce new music. *LA VIDA... ES UN RATICO* ("Life... Is A Moment"), Juanes' highly-anticipated fourth album, is now set to be released in 77 countries on October 23, 2007 - marking the largest ever world-wide release for an all-Spanish language artist.