

BRET MICHAELS ROCK OF LOVE BUS KICKS OFF TOUR AT MISSISSIPPI MOON BAR

Los Angeles, CA/Dubuque, IA - January 9, 2009 - Sunday nights will never be the same again as Bret Michaels and "Rock of Love Bus" make history one city at a time, by taking his hit reality series on the road. Voted by US Magazine as the Number one guilty pleasure show, Michaels beats the third season curse, that has claimed other reality dating shows by keeping it unpredictable and fresh and taking his series out of the tiresome "McMansion" formula and on the road.

"Rock of Love Bus with Bret Michaels" rolls into homes across America with a hot new cast and never before seen challenges from truck stop Olympics, rock and roll daddy daycare, baby Bret ice hockey and if you thought Mud Bowl 1 and 2 were out of control, wait till you see Mud Bowl 3! There is also, of course, the sexy dance off, the backstage labor of love and the girls getting down and dirty as each one strives to stand out among the rest.

Michaels will tour for the majority of 2009 with dates kicking off February 6 at Diamond Jo Casino's Mississippi Moon Bar. Tickets are \$30, \$40 and \$75 each and go on sale Saturday, January 10, 2009 at www.diamondjo.com <<http://www.diamondjo.com/>> and at the Diamond Jo Casino's Diamond Club. Mississippi Moon Bar is an age-restricted venue. Concert goers must be at least 21 years old.

Michaels first two seasons of the hit show have turned in record numbers for the network and Viacom's own Judy McGrath has stated that Michaels is a "cultural touchdown." Michaels continues to break records on TV, hosting 100 Greatest Hard Rock Songs on VH1 and posting an impressive nearly 50% gain over the last 100 Greatest (Hip Hop Songs) in addition to claiming the top rating spot for Fox's "Don't Forget the Lyrics" celebrity edition and NBC's third and highest rated season of "Nashville Star." "Rock of Love Bus's" unpredictable nature hooks viewers who often watch the same episode numerous times. Nielsen IAG gave "Rock of Love" the top spot for VH1 as it examined viewer engagement and recognized the show for its popularity in both the liberal blue states as well as the more conservative red states where reality programming normally doesn't fare as well.

RollingStone.com exclaims "...In the most clever move recorded in reality television, Bret Michaels figures out how to combine his day job with his side hustle, taking 20 women on the road to vie for his attention while his band continues to tour the states - yes Rock of Love has gone mobile!"

Michaels likes to push the envelope and do things his way. Over his 20 plus year career he has remained virtually one of the only independently operated musicians to gain such success in the music industry and sell over 30 million albums. Michaels's video for his song "Go That Far" is among the top 100 Videos of 2008 and the only independent release which gained such placement. His new video for the song "Driven" off his *Rock My World* album is currently airing on VH1.com and the uncensored version, which was deemed too hot by VH1's censors, can be seen exclusively at www.bretmichaels.com <<http://www.bretmichaels.com>> and contains additional footage from the show. Other accolades include being named one of the 100 most interesting people by Maxim, one of the sexiest rock stars by Playgirl Magazine and one of the Hottest Bachelors of 2008 by People Magazine.

The show, which Lemondrop raves gives them their "first reason to live of 2009!" airs Sunday nights at 9pm EST/8pm CST and is loved by not only critics but such celebrities as George Clooney, Fergie and Will Ferrell.

For more information, tour dates and to view the video for "Driven" please visit www.bretmichaels.com <<http://www.bretmichaels.com>>

About Diamond Jo

The new Diamond Jo Casino opened last month and is located at the Port of Dubuque. Mississippi Moon Bar is home to Laughing Moon Comedy every Wednesday night at 8 p.m. and Dueling Pianos every Thursday at 8 p.m. This season's national touring entertainers include Jewel, the Doobie Brothers, Cracker, Louis C.K. and more at Mississippi Moon Bar.

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