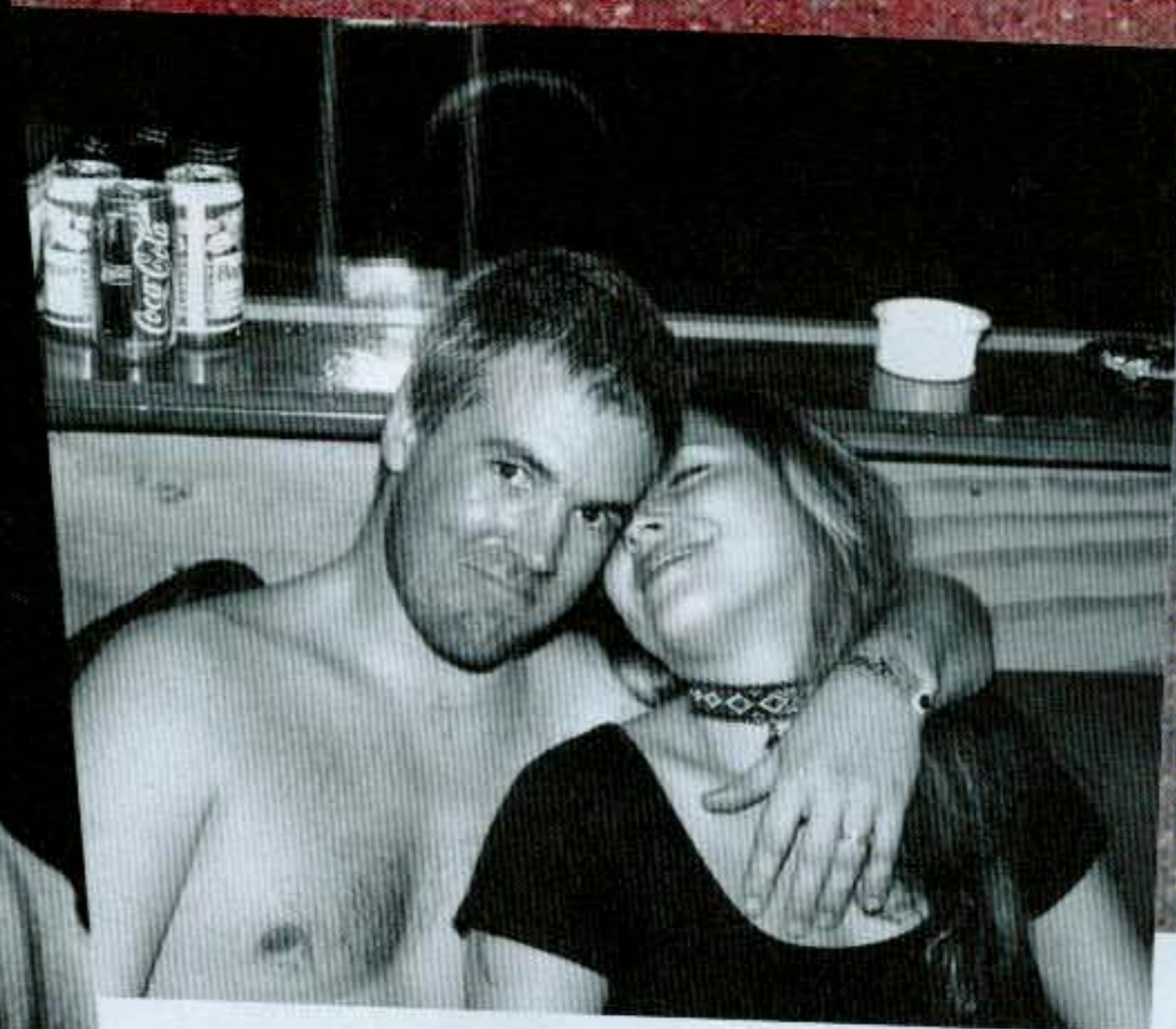
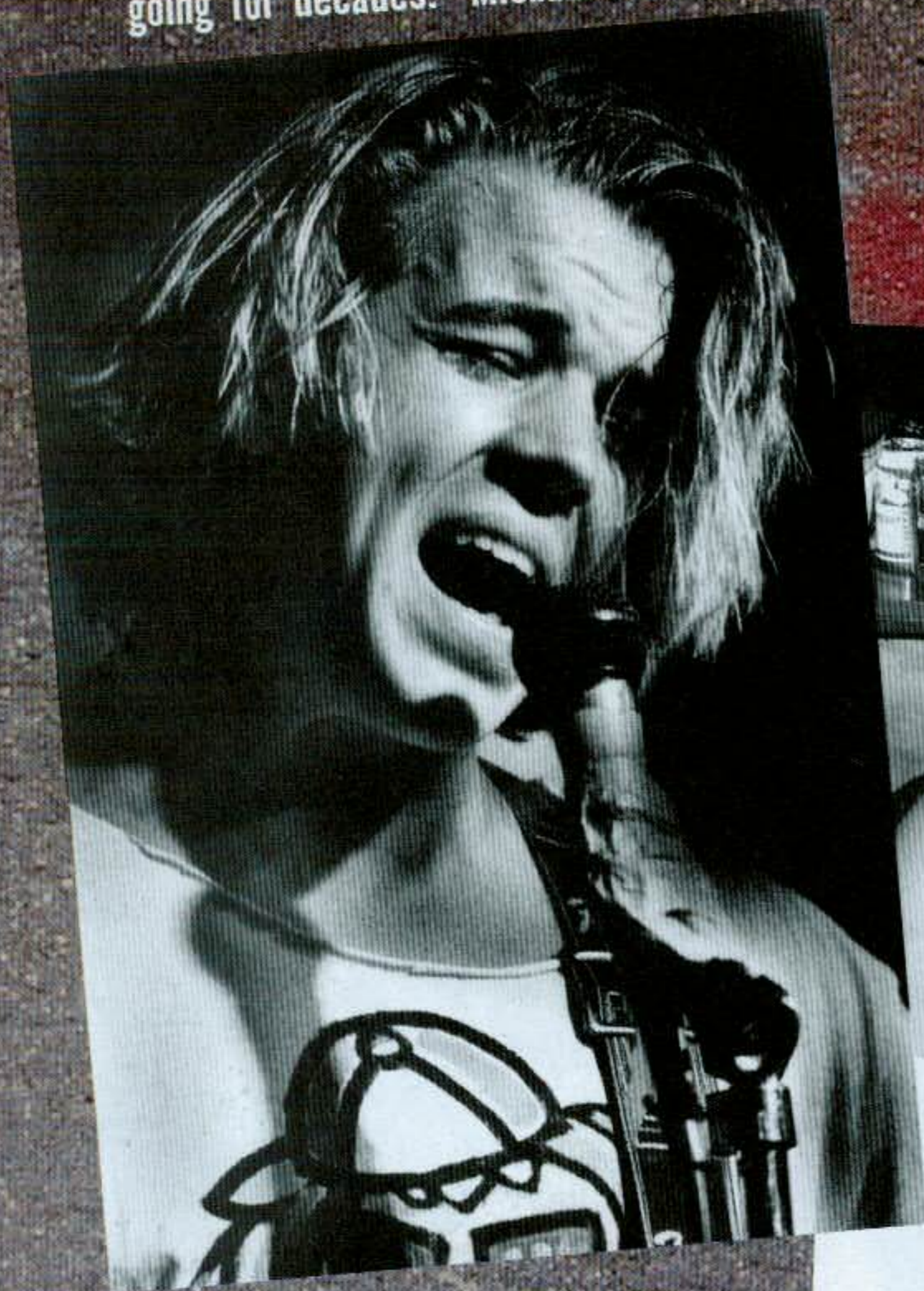


"The '90s were a time of great cynicism and Sublime made it cool to care. Their songs always looked to the bright side of difficult situations. Musically they weren't afraid to incorporate styles that they loved into their sound. They were equally influenced by punk, reggae, hip-hop and folk, but at the end of the day they always sounded like themselves. When you listen to Sublime songs that have been covered by other bands, you can see that there was a great deal of substance in the songwriting. I'm certain that if Sublime were still around today, their ability to write great songs would keep them going for decades." Michael Franti

"I was blown away that anyone would attempt to mix those musical styles: reggae, punk and hip-hop. After my first listen of *40oz. to Freedom* I just didn't know what to think. I knew that I needed to listen to this multiple times to really kind of grasp what was going on there. By the time the third or fourth listen came through, I really realized what a genius Brad was lyrically as well as influence-wise, style-wise and delivery-wise. That idea of, 'That band sounds like Sublime.' They really carved something new, musically. Other bands in the '90s, whether it be grunge or whatever other scene broke, to me Sublime was so much more positive. The soul of Brad's voice, I think that's what going to carry on their legacy."

Zach Fischel, co-manager/tour manager



"Sublime was his life. Making music and performing it for his fans was the highlight of his existence. But as has happened with so many other rock stars, the lure of drugs and alcohol killed him. If you enter this arena you do so at great peril. On the tenth anniversary of his death, his fans and his family still feel a tremendous loss, which in my case has not diminished this last decade. My son is gone but his musical legacy endures and that is the only solace I have." Jim Nowell

Special thanks to Jim Nowell, Zach Fischel, Josh Coffman, Jon Phillips, Jason Westfall, Tim Donnelly and Blaine Kaplan for their invaluable contributions and assistance.

For further reflections and stories on Brad Nowell and Sublime, please visit: [www.relix.com/sublime](http://www.relix.com/sublime)