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BURNS & POE BREAKOUT WITH BEST BREAK-UP STORY

Country Music Duo Teams With Silpada Designs, Country Weekly Magazine & Country Radio To Introduce "How Long Is Long Enough" Broken Heart Slogan Promotion

NASHVILLE, Tenn. (Tuesday, August 24, 2010)—Blue Steel Records flagship artist and country music's red hot duo, **Burns & Poe**, has announced a timely contest in conjunction with their new single release, **"How Long Is Long Enough,"** in partnership with **Silpada Designs, Country Weekly** magazine and country radio.

Burns & Poe (Keith Burns/Michelle Poe), dubbed the Sonny and Cher of Country, with Barbie and Ken looks and the charismatic chemistry of Dolly Parton and Kenny Rogers, celebrate the release of their second single *"How Long Is Long Enough."** The Keith Burns and Frankie Golden-penned tune embraces the emotions of heartache and loneliness after a break-up.

In keeping with Burns & Poe comedic character, to turn the sentiment around, Keith and Michelle have launched a fitting contest inviting country music fans to submit their best/worst break-up slogan (ex. *"The Fastest Way To Get Over A Broken Heart Is A Margarita And A New Pair Of Red Stilettos!"*).

"We just thought it would be a whole lot more fun to make fun of our sob stories than to dwell over the heartaches," Keith said. "So, we're asking everyone to muster up some clever humor and come up with the slogan-of-all-slogans. Who knows, it could be a trend-setting statement for 2011!"

"Trend-setting? You're still stuck in the 70s!" adds Michelle in jest. "In all seriousness, we are thankful Silpada, Country Weekly, country radio and the fans are going to join us in this. We're really excited about this new single and it's our way of getting everyone involved in its success."

Country Weekly magazine and country radio stations (from the east coast to the west coast and areas in between) will host the promotion. The lucky Country Weekly reader and country radio listener that submits the award-winning slogan will be presented with a Silpada watch—the same time piece Keith Burns sports on the single CD cover and in all current media shots. (Silpada Designs sponsored Burns & Poe in their most recent photo shoot encompassing shots for their web page, media pictures and CD artwork.) The contest begins September 15 and will run through Sunday, November 7, 2010. (The close of daylight savings time.)

Officially released to radio last week, the sophomore single from the pair made a great showing on the charts. Making a big splash for an indie, *"How Long Is Long Enough"* was the third highest ranking single surpassed only by Zac Brown Band and Dierks Bentley. The cut comes from their self-titled CD anticipated in October 2010.

For more information about Burns & Poe, the *"How Long Is Long Enough" Contest* (presented by Silpada Designs and Country Weekly Magazine), including tour dates and album updates, please visit:

<http://www.burnsandpoe.com>, <http://www.facebook.com/burnsandpoe>, <http://www.myspace.com/burnsandpoe> or <http://www.twitter.com/burnsandpoe>.

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About Silpada Designs

Silpada Designs is the world's largest and fastest-growing sterling silver jewelry home party company. Silpada Designs sterling silver jewelry is sold exclusively by more than 32,000 independent representatives throughout the United States, Canada and the United Kingdom. Visit Silpada.com or call 1-888-SILPADA (745-7232) to learn more.

About Country Weekly

As America's premiere country entertainment magazine for over 15 years, *Country Weekly* delivers the inside stories on country music's hottest stars, featuring late-breaking news and the scoop on star lifestyles, families, homes, favorite foods and latest fashions. *Country Weekly* is published 52 times a year by parent company American Media, Inc. For more information, visit CountryWeekly.com.

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*To request an MP3 of "*How Long Is Long Enough*," hit "reply."