



Bret Michaels's *Behind the Music* takes number one spot at Vh1 as his Rock of Love tour rolls on.

Vh1's recent airing of Bret Michaels's "Behind the Music" stole the highest ratings of the day upon its October debut and the repeat airings continue to perform. The "Behind the Music" special is a personal journey from Michaels' birth through the Poison years, to his most recent solo adventures, proving that Michaels can roll with the changes yet still remain true to himself. The charismatic, down to earth frontman and now star of his own hit reality show "Rock of Love" gave fans a chance to step inside his personal life. The "Behind the Music" explores his passion for music, motorcycles, fast cars and faster women, highly publicized relationships, sex tape scandals, the loss of a best friend, his support of our troops, and most importantly the love of his daughters (Raine and Jorja). Although Michaels has recently been featured on both A&E's "Biography" and E's "True Hollywood Story," the Vh1 "Behind the Music" focused more on his life long struggle with type 1 diabetes and other personal trials and tragedies in both his personal and professional life.

"Bret Michaels is a cultural touchdown for our network," states chairman and CEO of MTV Networks Judy McGrath. Even though Bret's show "Rock of Love" is a smash hit for Vh1 Michaels has yet to confirm whether or not he will do another season, although online surveys clearly state that fans demand another "Rock of Love." Currently there are talks of a new reality show created by Michaels titled "The Daily Adventures of Bandana Man," a docu-soap that follows the front man through the ups, downs, rock star moments, and comedy of errors which is his daily life.

After recently completing the highly successful Poison tour with Def Leppard this summer, Michaels is back on the road solo, finishing a fall run of his "Rock of Love" tour. At the moment Bret is focused on completing his autobiography titled "Roses and Thorns" a raw look into the reality of living out his rock and roll fantasy. The autobiography is to be released by Simon and Shuster in the spring of 2010.

"There are many reasons Bret is just as successful and relevant 20 years after he emerged into the world of American pop culture," states Michaels's spokesperson Janna Elias. "His passion for both playing music as well as the business of taking care of it, combined with his close connection to his fans and his ability to find positive in the most negative of situations, make him undeniably likable to fans and industry insiders alike, his work hard, play harder attitude always prevails."

Case in point - Michaels recently traveled over 700 miles from Detroit, Michigan to West Springfield, Massachusetts within a 16-hour time frame to perform in extreme weather conditions. When most performers would have been exhausted from the trip and cautious of performing in the rain and cold weather, Bret did not hesitate. He walked out on the stage in the pouring rain and gave 150% to thousands of fans some of whom have been waiting since 7 am that morning.

Michaels, diabetic since the age of six, is the honorary spokesperson for **StepOut NY**, October 25, 2009. More information about StepOut can be found at stepout.diabetes.org.

On the web: www.bretmichaels.com