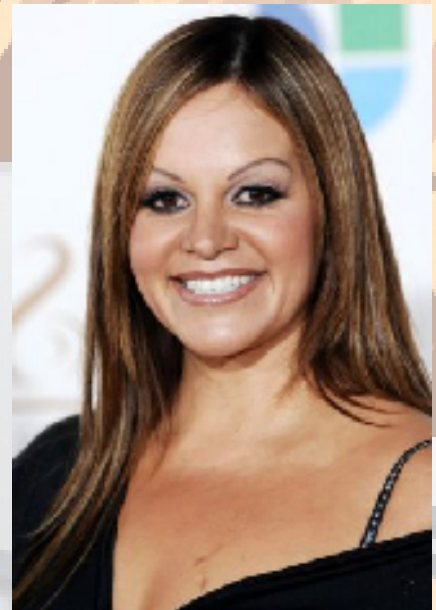




Presents JENNI RIVERA

In the '90s, vocalist/songwriter Jenni Rivera established herself as a major star in the regional Mexican market. Rivera's specialty is banda, which is also known as corrido and is one of the various Mexican styles that is extremely popular in Mexico as well as the southwestern part of the United States. Rivera is well aware of other Mexican styles, such as norteño, tejano, mariachi and ranchero--in fact, the Mexican-American singer has recorded norteño versions of some songs--but banda/corrido is her main focus. And the fact that Rivera is a major female star makes her a rarity for the banda/corrido field.



Around 1994, she signed with Capitol/EMI's Latin division; her first album, Chacalosa, came out in 1995. Rivera made a few more albums for Capitol/EMI (including Adios a Selena) before recording for Sony's Latin division in the late '90s. It was in 1999 that Rivera signed with Fonovisa, one of the top labels in the regional Mexican market. Her first Fonovisa album, Que Me Entierrren Con la Banda (which contained the hit "Las Malandinas") came out in 1999 and was followed by early 2000s releases that included Dejate Amar (which included the hit "Querida Socia") and Se Las Voy a Dar a Otro.

In 2003, Fonovisa released the conceptual Homenaje a las Grandes, which may very well be Rivera's most ambitious album so far. The title Homenaje a las Grandes means "homage to the great ones," and the 2003 release finds Rivera paying tribute to famous Mexican female stars such as Lucho Villa, Mercedes Castro, Rocio Durcal, Lola Beltrán and Alejandra Guzmán.

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