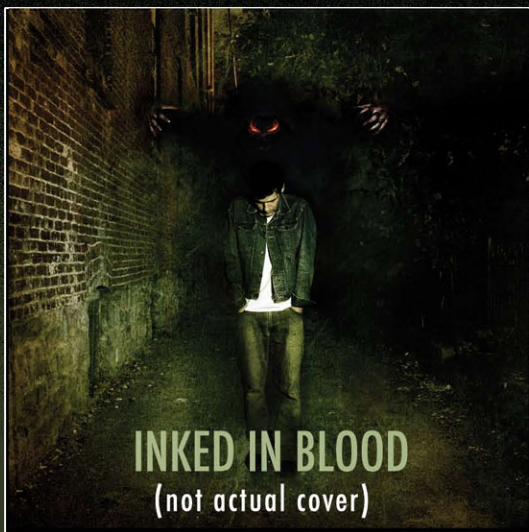


INKED IN BLOOD SOMETIMES WE ARE BEAUTIFUL

INKED IN BLOOD – "Sometimes We Are Beautiful" Street Date: 10.2.2007



OVERVIEW:

After playing over 200 shows in support of their last album "Lay Waste The Poets, Inked In Blood secluded themselves within the confines of the Spectre Studios compound to work with Troy Glessner (Underoath, Demon Hunter, Haste The Day) on the new album. The result is "Sometimes We Are Beautiful" a record that is at once heavier and more melodic than any of their previous works. The hooks on this album are founded on addictive melodies and singable choruses; in fact the entire album is rooted firmly in the tradition of 'evolving hardcore' where the energy, intelligence and beauty of a band's sound reflect the current state of the scene. From the ultra catchy choruses of "Alters" to the non stop energy of tracks like "Call To Arms", "Sometimes We Are Beautiful" is a truly diverse record that is sure to take the band far beyond their already established loyal fan base.

Inked In Blood will be supporting "Sometimes We Are Beautiful" with non-stop touring in their environmentally friendly veggie fuel bus. Their previous album "Lay Waste The Poets" has scanned 8,000 copies to date.

Selling Points:

- Previous album "Lay Waste The Poets" scanned 8,000 copies.
- Touring in September with label mates War Of Ages.
- Appearing at Facedown Fest East Coast on Sept. 29 in Maryland.
- As seen on tour with Drop Dead Gorgeous, Becoming The Archetype, Scars Of Tomorrow, Calico System & more.

Advertising / Marketing

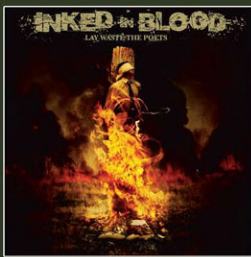
- Aggressive print ad campaign to include Alt Press, Revolver, Outburn, AMP, Decibel, Hails + Horns, HM and more.
- Front page feature on Pure Volume during week of street date.
- Strong promotion from the band and label on Myspace with give-a-ways, contests and non-stop news blasts.
- Contests with key online partners scheduled around release date.

Key Markets

- National (Hometown is Portland, OR)

TRACKLISTING:

1. Call To Arms
2. Angel Of Lost Hopes
3. Altars
4. To Be Your One And Only
5. Instrumental
6. This Moment
7. Somewhere Familiar
8. With Devils
9. In The Wake Of Loss
10. Paradise Regained



Also available:
INKED IN BLOOD
"Lay Waste The Poets"
FCD048-2



Street Date: October 2nd, 2007
Artist: INKED IN BLOOD
Title: Sometimes We Are Beautiful
Genre: Hardcore / Metal / Rock
Cat. # FCD062-2
UPC: 803847106221
Price Code: CD12
Configuration: CD
Box Lot: 30



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