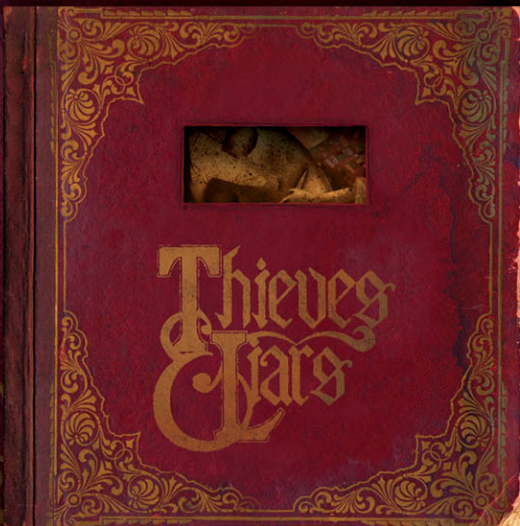




Thieves & Liars

Rock and Roll is not dead.

This statement resonates on every track of "When Dreams Become Reality", the debut album from Thieves & Liars. The San Diego-based power trio have spent the last several years constructing a concept record that will saturate your senses and take you on an epic journey of dreams and betrayal, loss and hope. The Zeppelin-meets-Floyd production came through a painstaking transfer process. Using recording techniques from the late 60's and early 70's, the band tracked most of the record live, giving the songs a very natural and warm sound. Kyle Rosa's thundering yet graceful drumming provided the necessary foundation for bassist Joey Bradford, whose playing solidifies the rhythm section with tasteful lines of expression. The aggressive and soulful guitar of Corey Edlmann completes the massive sound of this three-piece. Bradford's energetic and passionate vocals flow seamlessly between songs, showcasing his ability to sound natural whether screaming on "Betrayed by Blood" or pouring his heart out on "Alone". The attention to detail and thought put into every song is evident in the production, which included organ, a boys choir, and strings. The violinist's Stradivarius will move you on the ballad "Forgotten", while the harmonizing boys' chorus will haunt you on "The Author of Dreams". This 71 minute masterpiece is sure to instill hope in today's rock and roll scene; there is a revival coming, and the preachers are Thieves & Liars.



About Dreamt Music:

Thieves & Liars "When Dreams Becomes Reality" marks the first release on the newly created imprint label of Facedown Records called Dreamt Music. Dreamt Music will focus on a diverse assortment of rock bands, attuning to a much wider audience. Citing Facedown's staunch branding in the heavy-music field as one of his main priorities, founder Jason Dunn explained the basis for the Dreamt Music platform; "It is very important that we keep heavy music associated with Facedown so that fans know what they can expect when they see the logo on an album. Dreamt Music affords us the opportunity to allow Facedown's focus to remain specific to its genre while simultaneously giving us the freedom to explore more rock-oriented bands." He also adds "good music is good music, and this is a great opportunity for us to use the resources we have built up over the last 10 years with Facedown." Dreamt Music will be distributed nationwide by RED Distribution and will be serviced to all industry outlets by the Facedown staff.

Selling Points:

- 24 page illustrated booklet featuring 12 original illustrations by Dave Quiggle.
- Appearing at Facedown Fest 2008 - March 28, 29 @ The Glasshouse in Pomona, CA.
- Confirmed publicity in Alt Press, Outburn, HM, AMP and more TBA.
- Video for "Slaving Away" being serviced to MTV2, Fuse, AOL Music, You Tube & Myspace.
- Strong print ad campaign teamed up with online and network commercial advertising (MTV2 + Fuse).

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.
- Commercial spots airing on MTV2 and Fuse starting the week before street date.
- Servicing to alternative specialty radio.
- 3 song sampler CDs passed out for free at rock events all over Southern California.
- 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

San Diego (Hometown), Los Angeles, New York, Chicago, Philadelphia, Boston, Nashville

TRACKLISTING:

1. The Dream
2. Betrayed By Blood
3. Road To Nowhere
4. Slavin' Away
5. Run
6. Alone
7. Forgotten
8. When Dreams Become Reality
9. Good Times
10. Seven Long Years
11. Reconciled
12. The Author Of Dreams



Street Date: January 22, 2008
Artist: THIEVES & LIARS
Title: When Dreams Become Reality
Genre: Rock / Classic Rock
Cat. # FCD067-2
UPC: 803847106726
Price Code: CD12
Configuration: CD
Box Lot: 30

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YEARS

Dreamt
music

distributed by:



P.O.Box 915 - Fallbrook, CA 92088
www.facedownrecords.com
Sales: jason@facedownrecords.com