

# those who fear

## UNHOLY ANGER

### OVERVIEW:

Those Who Fear are the newest band signed to Facedown Records and they bring years of touring experience and hard work along with them. After solid DIY touring and self releasing their own EP, they have built a devoted fanbase nationwide from the ground up. "Unholy Anger" was produced by Josh Schroeder at Random Awesome Studios (A Plea For Purging, The Burial, Legend) and is sure to be one of heaviest albums of 2013.

### MARKETING POINTS:

- Top priority band for Facedown Records
- Solid nationwide touring in support of "Unholy Anger"
- Appearing at Facedown Fest 2013
- Cover artwork by Dave Quiggle
- Featured on the free Facedown Winter 2013 sampler
- Print ad campaign to include Outburn, Hails + Horns, and more.
- 20,000 postcards sent out through MerchNow.com orders
- Targeted Facebook ads schedule to run around release
- Lyric videos on YouTube starting 8+ weeks before release
- Online features being scheduled with key metal and hardcore websites
- Strong promotion from the band and label on Facebook and Twitter with give-a-ways, contests and non-stop news blasts.
- Mass emails to Facedown Records email list.



### TRACK LISTING:

1. Daggermouth
2. (Un)Holy Anger
3. Holy Anger
4. Leech Life
5. Burn
6. Day of Judgement
7. My Domain
8. Relentless
9. Sowers of Discord
10. Convictions
11. Colossus

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Artist: Those Who Fear  
Title: Unholy Anger  
Street Date: February 5, 2013  
Genre: Hardcore / Metal  
Configuration: CD  
Cat #: FCD125-2  
Price Code: CD12  
UPC: 803847112529  
Box Lot: 30  
Hometown: Pittsburgh, PA  
Label: Facedown Records



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