

xDEATHSTARx - "We Are The Threat" Street Date: 2.20.07



TRACKLISTING:

1. Where's Your Faith Now?
2. Burn Everything
3. We Are The Threat
4. The Wake
5. Decline Of The Western Civilization
6. Through Dead Eyes
7. The Great Opiate
8. City Of Lost Children
9. Because The Flesh Is Weak
10. Fallen Sons
11. Salvation

OVERVIEW:

With an all out attack that no one can rival, headcount no one dares challenge and a message no one can resist, prepare for the xDEATHSTARx. Eight members strong and three singers up on everyone else, xDEATHSTARx hails from the utopian land of Redlands, California, where your friends are your family, IBC root beer replaces Budweiser, a church called 'Titheme' houses a service full of hardcore kids, Thanksgiving is celebrated with a "ThanksVegan" feast and C-lo gets rolled in exchange for tattoos.

Their debut full length "We Are The Threat" captures the energy and aggression of the live show, thanks to Eric Rachel and Trax East Studios (**Hatebreed, Atreyu, Dillinger Escape Plan**) and is sure to be one of the most powerful albums of 2007.

SELLING POINTS:

- Just completed West Coast tour with **Throwdown, The Warriors** and **All Shall Perish**.
- Headlining Facedown Fest on March 23 + 24 in Pomona, CA. (capacity = 1,000 people)
- Non-stop touring to begin on street date for all of 2007. Dates will be announced soon.
- Eye catching artwork by Dave Quiggle
- Video for "We Are The Threat" pitching to Headbanger's Ball one month before street date on top of strong online video promotion through Myspace, You Tube, and the Facedown Records website.
- 0:30 commercial spots to run on Headbangers Ball for minimum of 5 weeks, starting 2 weeks before street date.

ADVERTISING / MARKETING:

- Aggressive print ad campaign to include **Revolver, AP, 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:

- Redlands, CA (hometown), Los Angeles, San Diego, Orange County, Salt Lake City, New York, Chicago, Philadelphia, Sacramento, San Francisco / Oakland, Phoenix, Tucson.

**FACEDOWN
RECORDS**

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distributed by:



Street Date: February 20, 2007

Artist: DEATHSTAR

Title: We Are The Threat

Genre: Metal / Hardcore

Cat. # FCD056-2

UPC: 803847105620

Series Code: 1298

Configuration: CD

Box Lot: 30