



KINGSTON FALLS ARMADA ON MERCURY



TRACKLISTING:

- 1) The Christening
- 2) Armada on Mercury
- 3) Too Hot for Cold Feet
- 4) On Contentment
- 5) The Great Divide
- 6) Freakin' eXtreme!
- 7) The Illusionist's Dream
- 8) Songs & Fables
- 9) Curse of Might
- 10) Dry Skin (Moz Def)
- 11) Sand Castle Karma
- 12) Too Bad About Your Situation

Overview:

After years spent on the road delighting fans across the country with a smooth palatable brand of rock, Kingston Falls took some time off this winter to write and record their debut album for Facedown records, "Armada On Mercury". The Goshen, IN quintet are as straight forward about their sound as they are about their perceived mission. It's easy to imagine once you've heard Kingston Falls' new songs that they believe deeply in the music that they make, an idea that in itself isn't all that novel. What separates them from the rest is the sense of intimacy they get from their fans and the feeling that when a fan opens his/her heart to Kingston Falls it's a very special thing. Kingston Falls has survived the last 5 years on a steady diet of hopes and dreams, enough to render any band downhearted and defeatist. But hope is what Kingston Falls does best: "We have a responsibility to indulge our hopes by providing hope for our brothers and sisters. In our own small way perhaps the greatest opportunity for us to do this in our lifetime is through this record. We will live this opportunity and make the most of it providing hope to others. This is what Kingston Falls is made to do." And they do it with crucial certainty, because for Kingston Falls there's no other way.

"Armada On Mercury" was produced by Joey Sturgis (The Devil Wears Prada) and is 12 tracks packed full of pop hooks, overlaid with heavy rhythms, up beat choruses and metal leads. Metal, punk and pop / rock have collided head on and the result is "Armada On Mercury".

Selling Points:

- On tour in March and April with label mates Means & Remove The Veil.
- Appearing at Facedown Fest 2008 (Mar. 28-29 @ The Glasshouse in Pomona, CA)
- Full time touring band.
- Featured on Winter + Spring '08 Facedown sampler CDs.
- Previous album "The Crescendo Of Sirens" (Strike First Records) sold over 3,000 copies with very little distribution.
- 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...
- Online features scheduled with Pure Volume, Facedown Records.com, and more.
- 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

Goshen, IN (Hometown), Los Angeles, New York, Chicago, Indianapolis, Dayton



Street Date: March 18, 2008
Artist: KINGSTON FALLS
Title: Armada On Mercury
Genre: Rock / Hardcore / Metal
Cat. # FCD068-2
UPC: 803847106825
Price Code: CD12
Configuration: CD
Box Lot: 30

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