

# MEANS

## TO KEEP ME FROM SINKING



### Overview:

After a busy 2007 of touring, building a solid fan base, and developing as people and musicians, Means is back with their sophomore album "To Keep Me From Sinking". Engineered by Mike Watts at Vu Du Studios (As Cities Burn, Hopesfall, The Almost) "To Keep Me From Sinking" is a finely crafted album that features and builds on the heavy yet melodic songs that they put themselves on the map with on their debut album "Sending You Strength". With a solid tour schedule for 2008, including multiple Spring and Summer festival appearances, Means is poised and ready to take their music and live show to a new level in 2008.

"This four-piece is taking the US completely by surprise with their frenetic melody-infused breakdowns and tandem vocals that blend seamlessly from a high-octane hardcore voice to powerful and clear clean tone. These guys get right to the heart of the matter with forthright lyrics that compliment the intensity of the music; and ferociously intense it is. Means attacks each song with a severity that suggests complete surrender and immersion in the genre." Decoy Music

### Selling Points:

- Toured for almost all of 2007 alongside of Misery Signals, Shai Hulud, Emmure, xDeathstarx and many more.
- Full time touring in 2008 already confirmed in support of this album.
- Means "To Keep Me From Sinking" is a top priority for Facedown in '08.
- Appearing at Facedown Fest 08 (Pomona, CA), Cornerstone Festival (Bushnell, IL) and Sonshine Fest (Willmar, MN)
- Featured on Spring and Summer '08 Facedown sampler CDs.
- "To Keep Me From Sinking" was produced and engineered by Mike Watts at Vu Du Studios (As Cities Burn, Hopesfall, The Almost).
- 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

- National

### TRACKLISTING:

1. Awareness
2. Breaking In
3. Somewhere Up Ahead
4. Blackout
5. Steadily
6. We Dwell In Possibility
7. Burned Into Me
8. Refuge
9. What We Seek
10. Of Dread And Dreams

**FACEDOWN  
RECORDS**

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www.facedownrecords.com  
Sales: jason@facedownrecords.com

distributed by:



Street Date: May 27, 2008

Artist: MEANS

Title: To Keep Me From Sinking

Genre: Hardcore / Rock / Metal

Cat. # FCD070-2

UPC: 803847107020

Price Code: CD12

Configuration: CD

Box Lot: 30