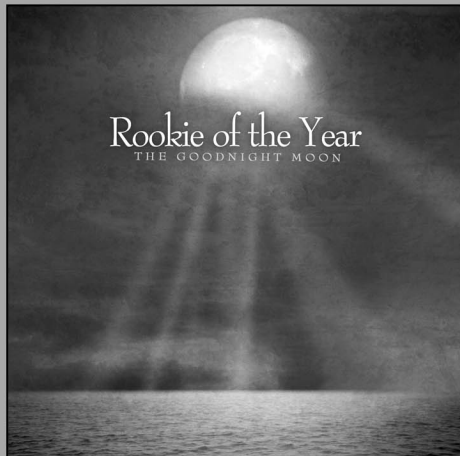


Rookie of the Year THE GOODNIGHT MOON



Street Date: April 11, 2006

01. The Goodnight Moon
02. Poison Like Your Own
03. Silhouettes (All Eyes Above)
04. Sign of Her Glory
05. Liars and Battlelines
06. Pop Destroyed the Scene
07. The Blue Roses
08. Life, Fall Fast Now
09. Set the Sails, Red Beret
10. The Weekend
11. Enjoy This Drive
12. Having to Let Go

BAND BIO

Rookie of the Year is a four piece band out of Fayetteville, NC. Their music combines lush harmonies with driving guitars to create the kind songs that stay with you relentlessly throughout your day. The band has toured constantly over the past 3 years and their national fan-base awaits their first label release.

For fans of Dashboard Confessional, Copeland, Straylight Run and The Juliana Theory.

GENERAL RELEASE INFO & TESTIMONIALS

- * Over 5000 copies of their self-released record sold to date.
- * Featured band on Purevolume.com from April 10-14.
- * Featured band on Absolutepunk.net in coordination with the CD release.

"The Rookie album is dripping with beauty, emotion and honesty; doesn't hurt it makes me want to sing-a-long too..." **Jared Kaufman - Absolutepunk.net**

ADVERTISING

- * Advertising scheduled in Alternative Press, Chord, Wonka Vision, and more.

ONLINE ADVERTISING

- * Banner ads and more on PureVolume.com, AbsolutePunk.net, Altpress.com, AcclaimedPunk.com, PastePunk.com, QuitMyScene.com and BreakingCustom.com

PUBLICITY

- * The Goodnight Moon has been serviced to the press via a complete national publicity campaign.

TOURING

- * Newly signed booking agreement with Face the Music Touring.
- * Over 400 dates played during the past 3 years.
- * Touring with Hit the Lights in April.
- * Touring history includes dates with The Spill Canvas, Copeland, As Cities Burn, Sullivan and Just Surrender.

RADIO / VIDEO

- * Will be serviced to Commercial Specialty radio as well as college radio.

KEY / TARGET MARKETS

- * Fayetteville, NC, NY/NY, Central Florida, Buffalo, Southern California

MERCHANDISING / P.O.P. TOOLS

- * Rookie of the Year posters available!

Cat # : 1102

CFG : Compact Disc

Packaging : Standard Jewel case

List : \$ 13.98

5% discount until 4/25/06

Label : One Eleven Records

File Under : Rookie of the Year

ROCK / POP

Box Lot Quantity: 30



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ONE ELEVEN
RECORDS

One Eleven Records, Inc.
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