

ROOKIE OF THE YEAR

SWEET ATTENTION



STREET DATE: August 05, 2008

01. Feel Like New
02. Asleep With You
03. Falling From The Sky
04. Summer
05. What Is Love
06. Sooner or Later (The Next Move)
07. Any Longer
08. Vampire Vegas
09. My Ocean
10. Danger Zone
11. Sweet Attention
12. Savannah

Cat #: 14111-2

CFG: Compact Disc

UPC: 825881411123

Returnable: Yes

Parental Advisory: No

Packaging: Standard Jewel case

List: \$14.98
3% discount until 8/05/08

Label: One Eleven Records

File Under: Rookie of the Year

Genre: ALTERNATIVE

Box Lot Quantity: 30



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ONE ELEVEN RECORDS

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BIOGRAPHY

One Eleven Records and the Fayetteville, NC based-band Rookie Of The Year, are thrilled to announce their radiant sophomore effort "Sweet Attention" due out August 5th. A band known for their heavy touring schedule and electric must see shows, Rookie Of The Year have made an indelible impression on the scene they came up in, playing numerous dates on the Vans Warped Tour, rocking out energetic sets at Bamboozle year after year and building their loyal fan base one city at a time. With the release of their debut LP "Goodnight Moon", in 2006, Rookie garnered incredible amounts of accolades from both fans and media, and they solidified themselves among the masses as the "Hardest Working Band" in music.

With over 5 million plays on MySpace and major national tours with artists like Cute Is What We Aim For and The Spill Canvas under their belts, as well as their video "Liars and Battlelines" rocketing up the charts on MTVU, it's pretty clear that Rookie Of The Year are going to eclipse all boundaries previously set by them and the industry alike. With "Sweet Attention", the band has refined their songwriting and sonic skills, offering an ear pleasing pallet of sounds that will greatly expand the ranks of their already loyal and rabid fanbase. We expect you and the rest of the world will be paying attention!

GENERAL RELEASE INFO & TESTIMONIALS

- Debut release "The Goodnight Moon" has scanned over 15,000 since its release in 2006.
- Tracks from debut release "The Goodnight Moon" included on Top MTV shows The Hills and Newport Harbour.
- Album produced by Matt Malpass (Copeland) at Marigolds & Monsters Studio.
- Over 5 million plays and 100,000 friends on MySpace.

"I instantly fell in love with the gorgeous vocals, lush soaring choruses, harmonic guitar leads, and the heaps upon heaps of layers and accents" - **Absolutepunk.net**

"5/5 - Rookie Of The Year will break soon. There is no way to deny all the great attributes this album possesses. This album will literally move you. Get into this band now, because soon everyone will be." - **Decoymusic.com**

ADVERTISING

- Comprehensive tour marketing campaign to target various print, T.V, and online tastemakers.
- Online banner ad campaign with: Purevolume, Absolutepunk, Facebook, Google, and Pandora.
- Media spots include MTV2 and Fuse.
- Print ads in music mag Reax (over 60 markets) to facilitate micro-marketing initiatives.

PUBLICITY

- Comprehensive national press/online campaign by Press Here Publicity. Large media drivers expected to confirm are: Alternative Press feature, Spin.com's "Buzz Catcher", RollingStone review, AOL listening party, MySpace music feature, Spinner blog, Yahoo new music blog, tour diary with Blender.com, tour diary with Teen Vogue, and Billboard review.
- Major TV appearance focus on Leno, Kimmel, Conan, and Ferguson.
- Regional TV and press initiatives to coordinate with tour dates.

TOURING

- Featured National slot on the 2008 summer tour with Secondhand Serenade taking place from before, during, and after street date.
- Band booked by Artist Group International (Red Jumpsuit Apparatus, Secondhand Serenade).

RADIO / VIDEO

- Top 40 radio campaign to coordinate with top markets and Secondhand Serenade tour dates.
- Early spins expected in Fayetteville, South Jersey, and Buffalo.
- National video campaign with HIP video promo to launch shortly before street date.

KEY / TARGET MARKETS

- Fayetteville, NC (Hometown), NYC, Los Angeles, Chicago, Philly, Boston, Dallas/Ft. Worth, Atlanta, Baltimore, Raleigh-Durham, Buffalo