

2010 Collection

5 Designers / 10 Bands.
Limited edition apparel.
Available in staggered releases.

2010 Collection Part 3: Driven by the desire for impeccably designed, quality band apparel, Soundscreen Design approached 5 highly regarded design studios and fashion designers to create original designs for their choice of two inspiring, influential bands. The 2010 Collection features original designs, printed in limited quantities on American Apparel garments, features custom hang tags denoting designer and band, and will be three phases over the three months.

CHAIRLIFT



THE HUNDRED IN THE HANDS



BEACH HOUSE



HEALTH



YEAH YEAH YEAHS



PANTHA DU PRINCE



ANIMAL COLLECTIVE



ATLAS SOUND



BAND OF HORSES



TV ON THE RADIO



Designers: Samantha Pleet for CHAIRLIFT & THE HUNDRED IN THE HANDS, Patent Pending for BEACH HOUSE & HEALTH, Hisham Bharoocha for YEAH YEAH YEAHS & PANTHA DU PRINCE, Rob Carmichael for ANIMAL COLLECTIVE & ATLAS SOUND, Slow and Steady Wins the Race for BAND OF HORSES & TV ON THE RADIO



Soundscreen Design
Brooklyn, NY
soundscreendesign.com

2010 Collection
Limited Edition.
American Apparel Garments.
Custom Hang Tags.

Base Pricing

Sweatshirts	\$22.50	Tank Tops	\$11.00
Long Sleeve Shirts	\$14.00	Oversized Tote Bag	\$10.00
Crew / V Neck T's	\$12.00		



WEAR IT OUT



ALL TIME LOW
HOW LOW
Fueled By Ramen/Atlantic

ALL TIME LOW
LIGHTNING
Fueled By Ramen/Atlantic

ALL TIME LOW
PALM TREE HOODIE
Fueled By Ramen/Atlantic

CEE LO
FUCK YOU!
Elektra

CEE LO
FUCK YOU! AND FUCK HER TOO
Elektra

ARTIST SPOTLIGHT:
CEE LO GREEN

AVAILABLE NOW:



CEE LO GREEN
The Lady Killer

For most musicians, recording one bona-fide classic – a song that crosses over among different age groups, sexes, and cultures – would be the stuff of dreams. CEE LO GREEN, the gifted singer, rapper, and producer, has now accomplished this twice. As one half of the genre-bending duo GNARLS BARKLEY, CEE LO first scored a megahit with 2006's "Crazy," one of the biggest songs of the decade and the first single to top the charts based solely on download sales. In 2010, he did it again with "F**k You!" the first single from his upcoming solo album, *The Lady Killer*. The song was initially released on YouTube, and quickly received over 2 million plays in five days, becoming the most talked about song of the year.

ARTIST SPOTLIGHT:
BRUNO MARS

AVAILABLE NOW:



BRUNO MARS
Doo-Wops & Hooligans

As a part of the production/songwriting trio The Smeezingtons, BRUNO MARS along with his two collaborators, were responsible for a streak of major hits for artists such as FLO RIDA and JUSTIN BIEBER. It wasn't long before MARS also lent his vocals to a pair of Smeezingtons-penned and produced RIAA 2x platinum certified hits: B.o.B's #1, "Nothin' On You," and TRAVIE MCCOY'S Top 5 "Billionaire". Earlier this year, he broke out on his own with his debut EP, *It's Better If You Don't Understand*. He also garnered his own #1, "Just The Way You Are", from his full-length *Doo-Wops & Hooligans*, an album *Rolling Stone* praised as "the year's finest pop debut...near-flawless."



BRUNO MARS



BRUNO MARS
AMAZING
Elektra

BRUNO MARS
GREETINGS
Elektra



HAIL THE VILLAIN
SIRE'S SOUL
Roadrunner

HAIL THE VILLAIN
POPULATION'S DECLINING
Roadrunner

ARTIST SPOTLIGHT:

MY CHEMICAL ROMANCE

Comprised of frontman Gerard Way, bassist Mikey Way, and guitarists Ray Toro and Frank Iero, MY CHEMICAL ROMANCE is one of the most popular rock bands of the modern era. With the platinum sales successes of *Three Cheers for Sweet Revenge* in 2004 and *Welcome to the Black Parade* in 2006, MY CHEMICAL ROMANCE's blend of comic book imagery, epic songs and incise craftsmanship has revealed them to be a band that defies genre labels and expectations. That trend continues with 2010's *Danger Days: The True Lives of the Fabulous Killjoys*, the most stripped-down, hard-rocking album the band has ever made. And if the advanced buzz is to be believed, the group may have created a true masterpiece. According to Dan Martin of NME, "This is the best rock record of the year by such a margin that you actually feel rather embarrassed for everybody else. This isn't over-excitement. In 2010's final act, consider rock'n'roll saved." It's a review of high praise, but definitely not hard to believe for a band as talented as this.

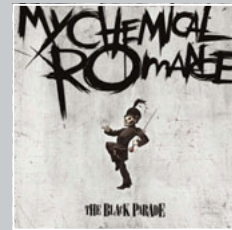
AVAILABLE NOW:



MY CHEMICAL ROMANCE
Danger Days: The True Lives of the Fabulous Killjoys



MY CHEMICAL ROMANCE
The Black Parade Is Dead (CD/DVD)



The Black Parade



MY CHEMICAL ROMANCE
Life On The Murder Scene (CD/2 DVD)



MY CHEMICAL ROMANCE
I Brought You My Bullets, You Brought Me Your Love



MY CHEMICAL ROMANCE
Three Cheers For Sweet Revenge



MY CHEMICAL ROMANCE
CALIFORNIA 2019
Warner Bros.

163786
BASIC
XS, S, M, L, XL,
XXL, XXXL



MY CHEMICAL ROMANCE
DRACULOID
Warner Bros.

163800
BASIC
XS, S, M, L, XL,
XXL



MY CHEMICAL ROMANCE
GUN LINEUP
Warner Bros.

163969
HOODIE
XS, S, M, L, XL,
XXL, XXXL



MY CHEMICAL ROMANCE
KOBRAHEAD
Warner Bros.

163957
BASIC
XS, S, M, L, XL,
XXL



MY CHEMICAL ROMANCE
RED GUN
Warner Bros.

163811
BASIC
XS, S, M, L, XL,
XXL





NO AGE
EVERYTHING IN BETWEEN
Sub Pop

750000
SLIM FIT
S, M, L, XL



PARAMORE
PICK AXE HEART
Fueled By Ramen/Atlantic

500947
SLIM FIT
XS, S, M, L, XL



PARAMORE
SHOVEL HEART
Fueled By Ramen/Atlantic

500643
SLIM FIT
XS, S, M, L, XL



OF MONTREAL
FALSE PRIEST
Polyvinyl

9087
SLIM FIT
XS, S, M, L, XL

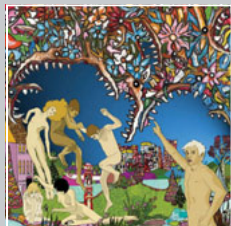
INCLUDES DIGITAL ALBUM DOWNLOAD

ARTIST SPOTLIGHT:
OF MONTREAL

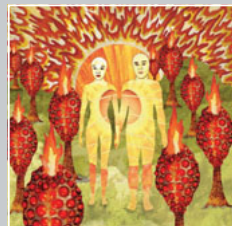
AVAILABLE NOW:



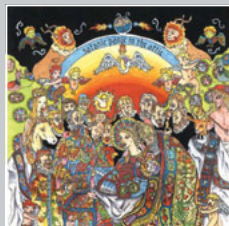
OF MONTREAL
False Priest



OF MONTREAL
Skeletal Lamping



OF MONTREAL
The Sunlandic Twins



OF MONTREAL
Satanic Panic In The Attic

OF MONTREAL has evolved from purveyors of catchy, lo-fi pop to producers of layered tracks that blend varying styles, they are musical chameleons unlike any other. From the barbershop harmonies of "Sing You a Love You Song" to the new wave '80s sound of "Suffer for Fashion," band leader Kevin Barnes' curiosity for music and music theory is boundless. On 2010's *False Priest*, the evolution continues. "There's a thick R&B influence," Barnes tells Pitchfork.com. "Basically, every song has a lot more low-end information than I've ever used before...That was the goal: To make something that had that low end but also was my thing, an OF MONTREAL record. So it's different." Ultimately, Barnes and co. have created what may be the ultimate OF MONTREAL album: one that incorporates new sounds, as usual, while featuring a return of standard, natural rock instruments, including live drums, guitars, and bass. As Barnes says, "The thing I really love about music is an unpredictability; that's essential for me...So we try to have these "holy f**k" moments where you're really having your mind blown."



PARAMORE
STUCK TOGETHER
Fueled By Ramen/Atlantic

500645
SLIM FIT
S, M, L, XL



RATT
INFEST DISTRESS
Roadrunner

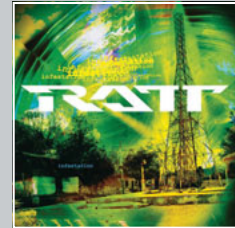
500589
BASIC
M, L, XL, XXL

RATT
INFESTATION TOUR 2010
Roadrunner

500575
BASIC
S, M, L, XL, XXL

ARTIST SPOTLIGHT:
RATT

AVAILABLE NOW:



RATT
Infestation

With origins in the 70's, multi-platinum Los Angeles quintet RATT became one of the most popular rock acts of the 1980's. With hits like "Round and Round" and "Lay It Down", the band helped pioneer Hollywood's legendary Sunset Strip sound and scene, selling over 17 millions albums. In 2010, the band returned with the release of their first studio album in 11 years, Infestation. Sounding fired up and better than ever, the album is a return to their heavy, riff driven roots, shuttling listeners to a time when metal ruled the earth and real musicians wore eyeliner like a badge of honor.

ARTIST SPOTLIGHT:
SUGAR HILL GANG

AVAILABLE NOW:



SUGARHILL GANG
The Best Of Sugarhill Gang:
Rapper's Delight

In 1979, SUGAR HILL GANG changed the world. With the release of the classic "Rapper's Delight," which became the first rap song to make the Top 40 and went on to sell over 8 million copies, the trio effectively ushered in the age of hip-hop. Hailing from Englewood, New Jersey, and consisting of Wonder Mike, Big Bank Hank, and Master Gee, the group was also among the first rap acts to perform on American Bandstand, and scored more hits with "Apache" and "Eighth Wonder." True legends, the group continues to perform today.



SUGAR HILL RECORDS
SILHOUETTE
Rhino

501346
BASIC
S, M, L, XL,
XXL, XXXL



SUGAR HILL RECORDS
CLASSIC POWDER LOGO
Rhino

501347
BASIC
S, M, L, XL,
XXL, XXXL



SURFER BLOOD
ASTRO COAST
Warner Bros.

163817
BASIC
XS, S, M, L, XL



HANK WILLIAMS
FRAMED
Time Life

26204
BASIC
S, M, L, XL,
XXL, XXXL



HANK WILLIAMS
GUITAR
Time Life

26203
BASIC
S, M, L, XL,
XXL, XXXL



HANK WILLIAMS
THE KING ALBUM COVER
Time Life

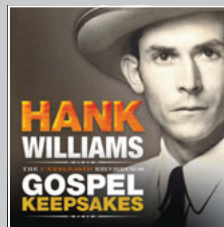
25475
BASIC
S, M, L, XL,
XXL, XXXL



ARTIST SPOTLIGHT:

HANK WILLIAMS

AVAILABLE NOW:



HANK WILLIAMS
Revealed: The Unreleased Recordings (3CD)

HANK WILLIAMS
The Unreleased Recordings: Gospel Keepsakes

HANK WILLIAMS
Hank Williams: The Unreleased Recordings (3CD)

There are few artists whose work has had the impact and influence as that of HANK WILLIAMS's. One of the early innovators of country music, WILLIAMS charted a staggering 11 number one hits between 1948 and 1953, including the classics "I'm So Lonesome I Could Cry," "Hey Good Lookin'," and "Jambalaya (On the Bayou)." Expressing heartache and pain in a brilliantly relatable manner, WILLIAMS's songs were honest in a way that was previously unheard of in pop music.

WILLIAMS, Sr. died at the age of 29, but his legacy was assured. Artists of all genres and eras – from TONY BENNETT to NORAH JONES to DAVE EDMUNDS – have covered his songs, illustrating the timelessness and universality of his writing. In 2003, CMT ranked him number two in its list of the "40 Greatest Men of Country Music"; *Rolling Stone* ranked him number 74 on its 2004 list of the 100 Greatest Artists of All Time. To this day, WILLIAMS is a towering figure in not just country music, but popular music.



IN REVIEW 2010

A hit Broadway show based on a punk album. The return of vinyl. And a song, with a title that you can't say aloud to your parents, becoming the biggest hit of the summer. Indeed, it's been a strange, unexpected, and deeply memorable year so far for music. While the industry continues, rightly, to look for new trends in the world of digital delivery, some of the biggest stories of 2010 have come from surprising, more traditional places.

For true music nerds, listening to albums in the form of computer files, on tiny earbuds with compressed sound, is sacrilege. And it's not just the thin sound; for many, listening to music while studying album artwork, printed lyrics and creative inserts is an integral part of the experience. And that's why the continued success of vinyl this year has been vindicating for collectors and fans. According to *Nielsen SoundScan*, vinyl sales have boomed over the last four years, topping 2.5 million in 2009. In 2010, vinyl popularity continues to rise. With strong sales, more and more new titles are being released on the format, and the annual Record Store Day event is drawing long lines at shops nationwide. But is the return of vinyl really that surprising? They're retro, they look great, and they sound better than any other format. No wonder consumers are spinning them once again. Still, the resurrection of vinyl was not the only surprise this year.

GREEN DAY, one of the most popular bands of the last 20 years, continues to make headlines and defy expectations. On April 20, 2010, *American Idiot: The Musical* opened on Broadway; based on GREEN DAY's 2004 Grammy-winning album of the same name, this was an unlikely choice for a Broadway show. Punk rock? Modern politics? This is not standard theater fare. But great entertainment always find its audience, and *American Idiot: The Musical* went on to be a smash success, garnering rave reviews and earning a Tony nomination for Best Musical. Best of all, GREEN DAY frontman BILLIE JOE ARMSTRONG took a turn in the role of St. Jimmy for a week in late September. What's more punk than that? If anything comes close, it's the song that conquered the Internet during the summer of 2010.

CEE-LO GREEN, a master soul singer, delivered a track so catchy and downright fun, that it spread via word-of-mouth (and Facebook links). Unlike any other single this year, it garnered over 2 million YouTube plays in five days; the song just happened to be called "F**k You!" The title is attention grabbing, yes, but if the song wasn't great, it would not have connected with listeners in such a powerful way. And it is beyond great. Clever ("I guess he's an Xbox / And I'm more Atari") and angry (see song title), with a can't-get-it-out-of-your-head melody, "F**k You!" is destined to be a classic. Just don't sing it around Mom and Dad.

A lot has happened in 2010. It's been a year full of surprises, and one that reminds us why music is such an exciting business and art form.

ULTRA RECORDS

LABEL SPOTLIGHT: ULTRA RECORDS

Ultra Records is one of the world's leading electronic dance music record labels. Founded in 1995 by former Polygram and Virgin Records executive Patrick Moxey and based in New York, the label is home to North American artists such as WOLFGANG GARTNER, KASKADE, MARKUS SCHULZ, and others, as well as international artists including TIESTO, ABOVE & BEYOND, and BENNY BENASSI. Ultra Records' YouTube channel, featuring hundreds of videos by its stable of artists, currently ranks #9 in the world for audience volume.

In July, 2006, Ultra Records signed a distribution deal with Alternative Distribution Alliance/Warner for North America. In March, 2009, Ultra Records was named "Best American Dance Label" for the fourth year in a row at the 24th Annual Winter Music Conference's IDMA.



BENNY BENASSI



ULTRA RECORDS
HEADPHONES
Ultra

52578
BASIC
S, M, L, XL



ULTRA RECORDS
I KNOW YOU WANT ME
Ultra

52582
BASIC
S, M, L, XL



ULTRA RECORDS
I KNOW YOU WANT ME
Ultra

5258
JUNIORS
S, M, L, XL



ULTRA RECORDS
JAPAN
Ultra

5257
BASIC
S, M, L, XL



ULTRA RECORDS
LADY LIBERTY
Ultra

5259
BASIC
S, M, L, XL



ULTRA RECORDS
LIFE
Ultra

52594
BASIC
S, M, L, XL



CROOKE



ULTRA RECORDS
SPLASH
Ultra

52598
BASIC
S, M, L, XL

ARTIST SPOTLIGHT:
BENNY BENASSI

AVAILABLE NOW:



BENNY BENASSI
Toolroom Knights

Hailing from Italy, Grammy Award-winning BENNY BENASSI is one of the most popular and respected DJs and eurodance producers in the world. In September of 2003, BENASSI released *Hypnotica*, his solo debut which was a commercial triumph, and won him the European Border Breakers Award for an Italian album with the most sales outside of Italy. Now signed to Ultra Records, BENASSI is as prolific as ever and is still pushing the boundaries of his art forward. In early 2010, he released "Electro Sixteen," an experimental music video for "Benny Benassi Vs. Iggy Pop," and will release a new album, *Spaceship*, whose title track features vocals by KELIS.



BENNY BENASSI
BANNA YELLOW
Ultra

52552
BASIC
S, M, L, XL



BENNY BENASSI
BB WHITE
Ultra

5256
BASIC
S, M, L, XL



CROOKERS
EXPLOSIONS
Ultra

52564
BASIC
S, M, L, XL



CROOKERS
SHATTERED LETTERS
Ultra

5255
BASIC
S, M, L, XL



GRUM
GRUM
Ultra

52568
BASIC
S, M, L, XL



Pictured clockwise from top left:
ALL TIME LOW, CEE LO GREEN, HAIL THE VILLAIN



ARTIST HIGHLIGHTS
2010



ALL TIME LOW After scoring its highest chart placement ever with 2009's *Nothing Personal*, the pop punk foursome announced in July 2010 that it had finished recording its fourth studio album – which will be its first released by Interscope Records.

BENNY BENASSI In a busy 2010, the Italian DJ released "Electro Sixteen," an experimental music video, as well as a new single, "Spaceship," on Ultra Records.

BRUNO MARS The singer-songwriter and producer released his debut album, *Doo-Wops & Hooligans*, on October 5th, 2010, turned in a stellar performance on *Saturday Night Live*, and saw lead single "Just the Way You Are" storm to the top of the *Billboard* Hot 100.

CEE LO GREEN "F**k You!," the first single from the singer/rapper's upcoming album, *The Lady Killer*, became an Internet sensation, garnering over 2 million YouTube plays in its first 5 days of release.

CROOKERS The Italian electronic duo released its aptly named debut album, *Tons of Friends*, featuring guest stars will.i.am, Kid Cudi, and others, to great acclaim in 2010.

GRUM The exciting up-and-coming electronic/house musician, released his first album, *Heartbeats*, in 2010, with "Turn It Up" named an iTunes Single of the Week and made available as a free download.

HAIL THE VILLAIN Roadrunner Records released the Canadian rockers' debut album, 2008's *Population: Declining*, for the first time in the US.

MY CHEMICAL ROMANCE In late 2010, the modern rock giants will release the hotly anticipated *Danger Days: The True Lives of the Fabulous Killjoys*, their hardest-rocking album yet.

NO AGE Along with becoming one of the most popular indie bands of recent years, their latest album, *Everything In Between*, was released in September 2010 to critical acclaim.

OF MONTREAL The ever-evolving rockers released *False Priest*, their tenth studio album, which debuted at #34 on the *Billboard* charts.

PARAMORE In 2009, the Tennessee emo band released its highest charting album ever, *brand new eyes*, and has toured extensively in 2010, including shows throughout the US, the UK, and a performance at the 2010 MTV *Video Music Awards*.

RATT The glam metal legends released *Infestation*, their first album of original material in over 10 years.

SURFER BLOOD *Astro Coast*, the debut album by the hot new indie band was released in January 2010.

