

FALLING IN REVERSE

Street Date: July 26th, 2011

Falling In Reverse marks the return of Ronnie Radke, original singer and songwriter for Escape the Fate. When Ronnie left the band after their first full-length *Dying Is Your Latest Fashion*, fans were fiercely divided. While ETF have prospered without him, a devoted Ronnie Radke following has pushed the video for breakthrough ETF single "Situations" over 27 million views on youtube, *Dying* is still the best-selling ETF album, and the singles from that album are the best-selling tracks the band has ever created. For many fans, Ronnie Radke is still the face of Escape the Fate. Now comes *Falling In Reverse*' debut album, picking up where *Dying Is Your Latest Fashion* left off: shredding guitar riffs, hook-laden breakdowns, and over it all Radke's inimitable vocals. Fans will delight in Radke's growth as a lyricist, as he brings out an appealing confessional side to his writing and opens up about his haunted past. First single "Good Girls Bad Guys" goes to alternative and modern rock on 7/12: expect strong radio and video support for the charismatic Radke, and *Falling in Reverse* to fulfill the wildest dreams of expectant fans everywhere.

- ETF have soundscanned over 400,000 records to date.
- ETF's biggest selling album *Dying Is Your Latest Fashion*, featuring Ronnie Radke, has soundscanned over 168,000
- **FIR** have gathered over 85,000 Likes on Facebook and over 77,000 MySpace friends in the few months the band has been active.
- The video for "Situations" that prominently features Ronnie from Escape The Fates *Dying Is Your Latest Fashion* has over 27.5 million views on youtube.com and was featured in regular rotation on MTV2.
- **Falling In Reverse** will be playing select shows late summer, with a major fall tour to be announced shortly.

Top Ten Markets: Los Angeles, New York, Chicago, Philadelphia, Salt Lake City, Las Vegas, Dallas, Phoenix, Boston, San Francisco.



Track Listing

1. Raised by Wolves
2. Tragic Magic
3. The Drug In Me Is You
4. I'm Not A Vampire
5. Good Girls Bad Guys
6. Pick Up The Phone
7. Don't Mess With Ouija Boards
8. Sink Or Swim
9. Caught Like A Fly
10. Goodbye Graceful
11. The Westerner

CD Version

EPI-87147-2

SRP: \$ 15.98

UPC: 045778714728

Box Lot: 30

File Under: Alternative

Packaging: Jewel Case

Parental Advisory: No

Returnable: Yes

Street Date: 7/26/11

5% Deal Ends: 8/9/11



Description	Size	UPC	SRP	Cost
Cities Black shirt	SM	847191002266	\$20.00	\$10.00
Cities Black shirt	MD	847191002273	\$20.00	\$10.00
Cities Black shirt	LG	847191002280	\$20.00	\$10.00
Cities Black shirt	XL	847191002297	\$20.00	\$10.00
Cities Black shirt	2X	847191002303	\$21.00	\$11.00

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