

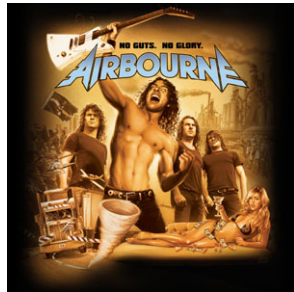
Last Update: 03/01/10

wea

**ROADRUNNER
RECORDS**

AIRBOURNE

Merchandise



For the latest up to date info on this release visit WEA.com.

ARTIST: Airbourne

TITLE: No Guts No Glory Album T-Shirt Black (L)

Label: RRT/RoadRunner Non-Music

Config & Selection #: MH 516689 L

Street Date: 04/20/10

Order Due Date: 04/06/10

UPC: 075678953729

Box Count: 12

Unit Per Set: 1

SRP: \$19

Alphabetize Under: A

OTHER EDITIONS:

[MH:075678953736 No Guts No Glory Album T-Shirt Black \(XL\)\(\\$19\)](#)

[MH:075678953705 No Guts No Glory Album T-Shirt Black \(S\)\(\\$19\)](#)

[MH:075678953712 No Guts No Glory Album T-Shirt Black \(M\)\(\\$19\)](#)

[MH:075678953743 No Guts No Glory Album T-Shirt Black \(2XL\)\(\\$20\)](#)



WEBSITES:

[Artist Site](#)

[Label Artist Site](#)

PRODUCT SHOT



ALBUM FACTS

Genre: Rock **Focus Markets:** Minneapolis, Baltimore, NY (mainly Long Island & NJ), Seattle, DC, Philadelphia, Chicago, Salt Lake City, StLouis, Kansas City.

Description: "No Guts. No Glory" features the cover of the album.

ARTIST & INFO

Hometown: Warrnambool, Victoria, Australia **Band Members:** Joel O'Keeffe (Vocals/Lead Guitar), Ryan O'Keeffe (Drums), David Roads (Guitar), Justin Street (Bass)

There's something about the kind of rock and roll fury that **Airbourne** cranks out, all cylinders firing, that makes you want to chug a beer straight down your throat and punch the air as though it'd touched your wife inappropriately. It sounds crude, we admit. But that's the thing about these Aussie pub rock rebels. Airbourne provide the perfect soundtrack for drunken debauchery, and do it like no other.

MARKETING POINTS

Press & Publicity:

- The band has been/will be featured in *Spin*, *Billboard*, *Revolver*, *Guitar World*, *YRB*, *Hustler*, *Guitar Edge*, *AOL Noisecreep* and more. The band has also performed on Jimmy Kimmel Live. Aggressively pursuing TV opportunities and print features around release.

SoundScan:

- Band has sold over 70K units of their debut album *Runnin' Wild*.
- Digital single for "No Way But The Hard Way" debuted last week with over 600 downloads, triple the total of their last singles debut.

Artist POP & Tools:

- "No Way But The Hard Way" video
- Video making of
- Consumer ad
- Poster
- Condoms
- Postcard

Video Rotation:

- Serviced "No Way But The Hard Way" video to MTV2, FUSE and Music Choice week of 2/8.
- Airbourne's video for "No Way But The Hard Way" is featured on Fuse.tv's Noise. check it out here: <http://fuseblog.typepad.com/fuseblog/2010/02/video-of-the-day-airbourne-no-way-but-the-hard-way.html>

Radio Airplay/ Total Audience:

- Shipped to Rock Radio 2/8 for a 3/8 impact.
- Early adds at WIYY/Baltimore, WIII/Chicago, KSHE/St Louis, KQRC/Kansas City, & WLFE Burlington.

Info:

- *Runnin' Wild* is the most licensed debut of ALL Roadrunner artists in label history.
- The band's music has been featured in countless video games and an extensive list of commercials, trailers, soundtracks and films.
- Airbourne have shared the stage with Motorhead, Kid Rock, Theory of a Deadman, Finger Eleven and more.
- Band to tour major markets in US May thru fall.
- - Airbourne's "No Way But The Hard Way" is being used in trailers for the film *Dinner For Schmucks*, due out July 23rd. The comedy tells the story of Tim (Paul Rudd), an up-and-coming executive who has just received his first invitation to the "dinner for idiots" - a monthly event hosted by his boss, which promises bragging rights (and maybe more) to the exec who shows up with the biggest buffoon.
- - Airbourne's "Runnin' Wild" is being used in promo spots for NCAA "March Madness" in Canada only. The segments are about 2 minutes each and feature an ad card at the end.

AVAILABLE MERCH[Runnin' Wild T-Shirt Black](#)[Prison Tee Black](#)[Eureka Star Basic T-Shirt Black](#)

DIGITAL SPINS & SALES**Online Stats:**

- MySpace: 2.8 million plays, 1.8 million page views, 50k friends.
- FaceBook: Over 31k fans.

ARTIST CATALOG

LBL	SEL#	CFG	ARTIST	TITLE	UPC	SRP
RRR	178742	CD	Airbourne	No Guts. No Glory. (04/20/10)	016861787424	\$13.99
RRR	179632	CD	Airbourne	Runnin' Wild (01/29/08)	016861796327	\$13.99