

Last Update: 05/25/11

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**ROADRUNNER
RECORDS**

Merchandise



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

ARTIST: Theory Of A Deadman
TITLE: Dead Girl Slim Fit T-Shirt Black (L)
Label: RRT/RoadRunner Non-Music
Config & Selection #: MH 885511 L
Street Date: 08/03/11
Order Due Date: 07/14/11
UPC: 075678855092
Box Count: 12
Unit Per Set: 1
SRP: \$20
Alphabetize Under: T

OTHER SIZES:

[MH:075678855085 Dead Girl Slim Fit T-Shirt Black \(XL\)\(\\$20\)](#)
[MH:075678855115 Dead Girl Slim Fit T-Shirt Black \(S\)\(\\$20\)](#)
[MH:075678855078 Dead Girl Slim Fit T-Shirt Black \(2X\)\(\\$21\)](#)
[MH:075678855108 Dead Girl Slim Fit T-Shirt Black \(M\)\(\\$20\)](#)



DESIGN



ALBUM FACTS

Genre: Rock

ARTIST & INFO

Hometown: Vancouver, BC

Theory's 2008's breakthrough album, [Scars & Souvenirs](#) has reached **PLATINUM** sales status. The band's first 2 releases have sold over 600,000 units in the US and are both **PLATINUM** and beyond in the band's home of Canada. The album's hit song "Bad Girlfriend" has surpassed over **1 million downloads**.

MARKETING POINTS

Awards:

[Scars & Souvenirs](#) Platinum certified.

Press & Publicity:

Aggressively pursuing features and reviews in national and regional print publications as well as late night TV performances.

Featured Magazines Articles: Confirmed press includes: Revolver, ARTISTdirect, AOL, Guitar World, Modern Drummer and more.

SoundScan:

- *Scars & Souvenirs* certified platinum with over 960K albums scanned. Over 3 million track downloads.
- Previous album debuted at #26 with over 21K scanned 1st week
- Catalog has sold over 1.5 million albums to date collectively.

Artist POP & Tools:

- Poster
- Postcard
- Consumer Ad
- Banner Ads
- :30 TV Spot

Video Rotation: "Lowlife" video shot with director Paul Boyd to feature actor Donal Logue. Available late May to be serviced to MTV2, Fuse, Vh1 and Music Choice.

Info:

- Recently co-headlined The Avalanche Tour with Stone Sour.
- Band will headline 25+ major US markets in July/August on the 2nd annual Carnival of Madness Tour with Alter Bridge and Black Stone Cherry.
- "Lowlife" video shot with director Paul Boyd to feature actor Donal Logue. Available late May.
- Major TV ad campaign around release running on Spike! TV, ESPN, Comedy Central, MTV, VH1, Discovery, MLB and more.
- Comprehensive online advertising on Facebook, Google Ad Words, Pandora and more around release.

ARTIST CATALOG

LBL	SEL#	CFG	ARTIST	TITLE	UPC	SRP
RRR	177292	CD	Theory Of A Deadman	The Truth Is... (07/12/11)	016861772925	\$13.99
RRR	180092	R CD	Theory Of A Deadman	Scars & Souvenirs (04/01/08)	016861800925	\$13.99
RRR	183232	CD	Theory Of A Deadman	Gasoline (03/29/05)	016861832322	\$13.98