

For Immediate Release
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**MACHINE HEAD Hits the Billboard Top 200 at #22 with New Album
'Unto The Locust' -- Marking MACHINE HEAD's Highest Debut Yet!**



MACHINE HEAD have once again proven their elite status amongst today's massive array of heavy metal artists. More than doubling on the #54 Billboard Top 200 debut chart position of the band's 2007 Grammy-nominated release, *The Blackening*, **MACHINE HEAD** have topped themselves again with a remarkable #22 Billboard Top 200 chart debut for their new album, *Unto The Locust*, with over 17,000 albums scanned. The new album debuts at #4 on the Hard Music chart and the Current Hard Music chart, as well as the top internet chart at #26. The album came in at #19 on the overall digital

albums chart with nearly 6,000 albums sold digitally, 35% of the overall scan. Even more impressive, this is the third consecutive album to show at least a 20% increase in sales over the previous release; a virtually unprecedented feat for any band or artist, let alone a metal band in 2011. To date, **MACHINE HEAD** has sold a staggering 2.4 million albums worldwide.

Unto The Locust is seeing amazing charting numbers overseas as well. The album charted at #5 on the German charts, #6 on the Austrian charts, #10 in Australia and Switzerland, #13 on the French charts, #18 on the Japanese charts, #19 on the New Zealand charts, #22 on the Belgian charts, #28 in Norway, and #82 on the United Kingdom charts (the album release in the United Kingdom was via the Metal Hammer fan pack, which does not counted towards UK chart numbers. The #82 chart number solely represents digital sales).

Released in North America on September 27th, 2011 via Roadrunner Records, *Unto The Locust* is widely-regarded as a new opus in modern metal, garnering stellar reviews referring to it as “a breathtaking work”, “one of 2011’s essential albums”, “a modern metal masterpiece”, “the most accomplished record [**MACHINE HEAD**] has ever recorded”, and “album of the year” by several of today’s top music publications and entertainment journalists. See below for more incredible statements made about *Unto The Locust* by the press, and be sure to purchase *Unto The Locust* on [iTunes](#) or physically at [Best Buy](#) or your local music retailer.

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Check out what the press is saying about *Unto The Locust*!

“More heavy flexing metal from a band that actually deserves to name itself after Deep Purple’s best album.” – **New York Daily News**

“TRULY iconic metal bands come along only once or twice in each generation, and if Metallica and Slayer are the groups who stand tallest from the 1980s, then surely Machine Head are their 1990s equivalents. *Unto The Locust* is a storm of complex arrangements and riffs, compiled by musicians who have gained absolute command of their vision. It’s a breathtaking work.” – **Metalhammer.co.uk**

“*Unto The Locust* is a candidate for album of the year. The expectations have been colossal, but *Unto The Locust* is even bigger.” – **Metal Hammer Magazine (Germany)**

“Despite the challenging arrangements, *Unto the Locust* is insanely memorable, with immediate guitar hooks and harmonies tying together the many unconventional constructs, making eight-minute epics seem like three-minute singalongs. Unto the Locust isn’t just a great album, it’s an important statement that metal doesn’t have to fall into trite categories or draw from pre-existing formulas to be accessible. Machine Head have made their new masterpiece.” – **Revolver Magazine**

“Machine Head are a riff fest, a constant flowing heavy metal river of guitar parts that would throw the most mellow headbanger into fits of uncontrolled bobbing.” – **CraveOnline.com**

“There’s a reason **MACHINE HEAD** are one of the most talked about and successful bands in metal today. Very few have been able to take as many chances that paid off and even fewer have managed to

evolve from album to album while never fully abandoning their roots... *Unto The Locust* can be summarized in two words; bad ass.” – **Blabbermouth.net**

“A few hundred words here can barely scratch the surface of the twisting, turning treats offered by *Unto The Locust*. Whether you get off on the prog of Dream Theater, the thrash of Slayer or the festival-thrilling enormo-metal of modern day Maiden and Metallica, you need this album in your collection... *Unto The Locust* will surely see Machine Head finally claim their rightful status as worldwide headliners.” - **About.com (Heavy Metal)**

“If *The Blackening* was Machine Head's ...*And Justice For All*, then *Unto The Locust* just may be the band's *Master of Puppets*: a near flawless example of how exciting modern metal can be when placed into the hands of true, passionate professionals.” – **Metal-Army.com**

“*Unto The Locust* contains enough brilliance to satisfy even the most jaded of metal heads... *Unto the Locust* is one of 2011's essential albums.” – **MetalUnderground.com**

“A modern metal masterpiece.” - **Examiner.com (Rock Music in NY)**

“Music-wise, the band has collectively outdone everything they've done in the past... in my opinion, *Unto The Locust* is all set to stand firm as the best album of Machine Head's career... album of the year, without a doubt.” – **MetalAssault.com**

“Words like “masterpiece” and “epic” seem to be used very loosely these days, but there isn't a Thesaurus entry big enough to expound the number of clichés necessary to give this album justice.” - **Shockblast Media**

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