

For Immediate Release
March 5th, 2012

Heavy Metal Legends MOTÖRHEAD Added to the 2012 ROCKSTAR ENERGY DRINK MAYHEM FESTIVAL Main Stage Line-Up



Headbang For The Highway Presents the SUMERIAN RECORDS
STAGE featuring Upon a Burning Body, I The Breather, and More

New Bonner Springs, KS Tour Stop Added for July 17th!

ROCKSTAR ENERGY DRINK MAYHEM FESTIVAL, the world's largest touring heavy music festival experience, is pleased to announce the addition of **MOTÖRHEAD** to the 2012 line-up! This marks the first summer tour that **MOTÖRHEAD** has taken part in for several years. The legendary metal veterans join the already stellar 2012 main stage line-up, featuring multi-platinum Iowa cult metal groundbreakers **SLIPKNOT** in the headlining position, as well as legendary thrash metal kings **SLAYER**—both returning to the **ROCKSTAR ENERGY DRINK MAYHEM FESTIVAL** for a second turn at pummeling fans.

MOTÖRHEAD frontman Lemmy Kilmister commented, "Well, we're used to mayhem in this band, so it's kind of a family tradition! Bring it!"

MOTÖRHEAD just finished up their run with **ROCKSTAR ENERGY DRINK MAYHEM FESTIVAL** alum **Megadeth** on the 2012 Gigantour. On January 24th, **MOTÖRHEAD** Music/UDR released 'The WörlD Is Ours-Vol 1 - Everywhere Further Than Everyplace Else', an official DVD containing some of the finest moments from the band's recent *The WörlD is Yours* tour, which also includes a special bonus double live CD of the Chile stop. Frontman Lemmy

will also be part of a **Ronnie James Dio** tribute album which will be out later this year. Stay tuned for more details involving **MOTÖRHEAD** on the **ROCKSTAR ENERGY DRINK MAYHEM FESTIVAL** coming soon.

This year, in addition to **SLIPKNOT**, **SLAYER**, and **MOTÖRHEAD**, the main stage will also spotlight a ferocious rotation of today's best artists, including **THE DEVIL WEARS PRADA**, **AS I LAY DYING** and **ASKING ALEXANDRIA**. In 2012 the **ROCKSTAR ENERGY DRINK MAYHEM FESTIVAL** has upgraded the production on the festival stage and this year the **JAGERMEISTER STAGE** will feature a special headline set by New York metal masters **ANTHRAX** supported by a rotation of **THE DEVIL WEARS PRADA**, **AS I LAY DYING** and **ASKING ALEXANDRIA**, along with **WHITECHAPEL**, **HIGH ON FIRE** and the **JAGERMEISTER** opener. *Please note that bands may vary per market.*

In other exciting news, Sumerian Records is joining the **ROCKSTAR ENERGY DRINK MAYHEM FESTIVAL**! Headbang For The Highway will be presenting the **Sumerian Records Stage** at the **ROCKSTAR ENERGY DRINK MAYHEM FESTIVAL** this year. Sumerian Records, who are known for some of the most cutting-edge bands in heavy music today, will be bringing **UPON A BURNING BODY**, **I THE BREATHER** and one more act (to be announced) along for the ride. The fun doesn't end there, as Headbang For The Highway will be holding contests all over the U.S. for unsigned bands to win opening spots on the **Sumerian Records Stage** at the festival. Stay tuned to www.facebook.com/sumerianrecords for more info coming soon on the line-up and how you can enter your band!

The **ROCKSTAR ENERGY DRINK MAYHEM FESTIVAL** will make a 27 date trek across the U.S. beginning on June 30th at the San Manuel Amphitheater in San Bernardino, California. GET OFF YOUR ASS Pre-sale tickets go on sale Friday the 6th of April, 2012. Log on to www.rockstarmayhemfest.com and www.livenation.com for up-to-date ticketing information.

The 5th annual **ROCKSTAR ENERGY DRINK MAYHEM FESTIVAL** will also feature **ROCKSTAR METAL MULISHA JUMP TEAM**, on select dates. To learn more about the **ROCKSTAR METAL MULISHA JUMP TEAM** head to this link: <http://www.metalmulisha.com/>.

ROCKSTAR ENERGY DRINK MAYHEM FESTIVAL is produced by Rockstar Taste of Chaos organizer John Reese, Vans Warped Tour founder Kevin Lyman, Live Nation, and Creative Artists Agency. The team has made the **ROCKSTAR ENERGY DRINK MAYHEM FESTIVAL** a standout on the summer concert circuit by following the proven model of utilizing sponsorship to deliver a lower ticket price and an enhanced concert experience. This year sees them joining forces once again with **ROCKSTAR ENERGY DRINK** as the title sponsor.

"Metal is more brutal than ever and to say we are excited about this year's tour is an understatement," exclaims tour producer John Reese. "The 2012 REDMF features a massive lineup of the hardest and heaviest that will surely set heavy music fan's ears blazing."

"Some years it all comes together, from top to bottom and this year's **ROCKSTAR MAYHEM** lineup is going to bring it!" adds tour producer Kevin Lyman.

In 2008, the **ROCKSTAR ENERGY DRINK MAYHEM FESTIVAL** bulldozed onto the scene and quickly made itself known as the preeminent summer destination for the hard rock and

metal community. **ROCKSTAR ENERGY DRINK MAYHEM FESTIVAL** boasts the most powerful artist line-ups in heavy music. Artists who have performed on the **ROCKSTAR ENERGY DRINK MAYHEM FESTIVAL** have included hard music legends *SLAYER, SLIPKNOT, KORN, ROB ZOMBIE, DISTURBED, GODSMACK, MEGADETH, LAMB OF GOD, MARILYN MANSON, MACHINE HEAD, IN FLAMES, TESTAMENT, HATEBREED, CANNIBAL CORPSE, BULLET FOR MY VALENTINE, MASTODON, FIVE FINGER DEATH PUNCH, KILLSWITCH ENGAGE, KINGDOM OF SORROW, DETHKLOK* and many more. All have pummeled the stage, while delivering the intensity and heaviness that fans have grown to expect year after year. See below for all current tour dates.

ROCKSTAR ENERGY DRINK MAYHEM FESTIVAL TOUR DATES:

6/30 San Bernardino, CA @ San Manuel Amphitheater
7/1 Shoreline Amphitheater @ San Francisco, CA
7/3 Seattle, WA @ White River Amphitheater
7/4 Boise, ID @ Idaho Center Amphitheater
7/6 Phoenix, AZ @ Ashley Furniture Home Store Pavilion
7/7 Albuquerque, NM @ Hard Rock Casino Albuquerque Presents The Pavilion
7/8 Denver, CO @ Comfort Dental Amphitheatre
7/10 Dallas, TX @ Gexa Energy Pavilion
7/11 Houston, TX @ Cynthia Woods Mitchell Pavilion
7/13 Tampa, FL @ 1-800-Ask-Gary Amphitheatre
7/14 Atlanta, GA @ Aaron's Amphitheatre at Lakewood
7/15 Indianapolis, IN @ Klipsch Music Center
7/17 Bonner Springs, KS @ Capitol Federal Park at Sandstone
7/18 Oklahoma City, OK @ Zoo Amphitheatre
7/20 St. Louis, MO @ Verizon Wireless Amphitheater
7/21 Chicago, IL @ First Midwest Bank Amphitheatre
7/22 Detroit, MI @ DTE Energy Music Theatre
7/24 Cincinnati, OH @ Riverbend Music Center
7/25 Cleveland, OH @ Blossom Music Center
7/27 Philadelphia, PA @ Susquehanna Bank Center
7/28 Pittsburgh, PA @ First Niagara Pavilion
7/29 Washington, DC @ Jiffy Lube Live
7/31 Saratoga Springs, NY @ Saratoga Performing Arts Center
8/1 Buffalo, NY @ Darien Lake PAC
8/3 Boston, MA @ Comcast Center
8/4 Scranton, PA @ Toyota Pavilion
8/5 Hartford, CT @ The Comcast Theatre

For more information on the **ROCKSTAR ENERGY DRINK MAYHEM FESTIVAL**, visit www.rockstarmayhemfest.com.

Rockstar is the world's most powerful energy drink, available in 19 flavors and 25 countries!

“ROCKSTAR is the world's most powerful energy drink. Enhanced with the potent herbal blend of Guarana, Ginkgo, Ginseng and Milk Thistle, ROCKSTAR is formulated to provide an incredible energy boost for those who lead active and exhausting lifestyles - from athletes to rock stars. ROCKSTAR ENERGY DRINK is available in nineteen amazing flavors: Original, Sugar Free, Zero Carb, Recovery Lemonade, Recovery Grape, Recovery Orange, Energy Cola,

PerfectBerry, 2X, Xduration, Coconut Water, Tropical Punched, Punched Citrus, Juiced Mango Orange Passion Fruit, Juiced Guava, Juiced Pomegranate, Roasted Mocha, Roasted Latte, and Roasted Light Vanilla.

ROCKSTAR ENERGY DRINK is available at convenience and grocery retail outlets across the United States, Australia, Baltics, Belgium, Canada, Czech Republic, Denmark, Finland, France, Poland, Germany, Greece, Ireland, Japan, Mexico, New Zealand, Norway, Slovakia, South Africa, Spain, Sweden, Switzerland, The Netherlands, the United Arab Emirates, and throughout the United Kingdom.

ROCKSTAR ENERGY DRINK supports the active Rockstar lifestyle. In Surf, Skate, Snow, MX, BMX, Off-Road, MotoGP, Rally, Wake, MMA, Bull Riding, Bands, DJs, and Live Music.”

Find us at:

www.rockstar69.com

www.facebook.com/rockstar

www.twitter.com/rockstar6969

www.vimeo/channels/rockstar

www.youtube.com/rockstar

For press inquiries and additional information, please contact Adrenaline PR and Maria Ferrero at 732-462-4262 or maria@adrenalinepr.com.

###