

For Immediate Release
June 22st, 2011

ROCKSTAR ENERGY DRINK MAYHEM FESTIVAL Announces 2011 Festival Sponsors, Official Band Autograph Signings & Touring Eco Initiatives



“Side Stage” Now Officially Named the REVOLVER STAGE for 2011 Tour!

The **ROCKSTAR ENERGY DRINK MAYHEM FESTIVAL** is pleased to announce this year’s festival sponsors! The 2011 **ROCKSTAR ENERGY DRINK MAYHEM FESTIVAL** is presented by Rockstar Energy Drink. Jägermeister, Revolver, Fuel TV, and Chevy are also sponsoring the tour, along with music and label sponsors Ibanez, NAMM, Sabian, Century Media, Nuclear Blast Records, Metal Blade Records, Roadrunner Records, lifestyle sponsor South Surf, awareness program sponsors Shirts for a Cure and Music Saves Lives, as well as the US Air Force Reserves, Metal Injection, and HollywoodMusic.TV. See below to learn more about this year’s exciting sponsors, and stay tuned to www.rockstarmayhemfest.com for more information coming soon.

Rockstar Energy Drink and Jägermeister are presenting exclusive signings at each festival date! Rockstar Energy Drink has confirmed signings with Machine Head and Suicide Silence, and Jägermeister will be offering signings with Kingdom of Sorrow and Unearth starting at the Boise, ID date through the end of the tour. Hatebreed will also be taking part in signings on their specific show dates, and Dave Ellefson of Megadeth will be taking part in signings on various dates, as well. Make sure to swing by the Rockstar and Jägermeister booths at your local festival date to check on signing times.

The Metal Mulisha Jump Team will also be taking part in special autograph signings! The team will join together for two daily signings after two of their three daily jump shows. Riders this year include Ryan Hagy, Derek Garland, Wes Agee, Jimmy Hill, and Julian Dessue. You can find out about signing times and more at your local **ROCKSTAR ENERGY DRINK MAYHEM FESTIVAL** show date.

This year, the **ROCKSTAR ENERGY DRINK MAYHEM FESTIVAL** is taking vigilant steps to reduce the festival's environmental footprint. There are many green initiatives that are being put in place at each festival date in order to keep the surrounding environment clean and functioning efficiently! Some of the resourceful steps that the **ROCKSTAR ENERGY DRINK MAYHEM FESTIVAL** is taking this year include using cleaner and environmentally friendly biodiesel fuel in the tour caravan, a Cell Funds donation program organized to raise funds for the Unite the United and Music Saves Lives organizations (fans will receive a Skip-the-Line pass for donating used working, broken, or defective cell phones), and a traveling on-site eco team put in place to make sure the individual venues have all of the recycling receptacles and materials that they need. Local volunteers will join the festival dates to facilitate recycling onsite! More initiatives are being planned in addition to the already stellar conservation efforts already in place.

The **ROCKSTAR ENERGY DRINK MAYHEM FESTIVAL** is only three weeks away! Tickets are on sale now, so check in at www.rockstarmayhemfest.com and www.livenation.com for any updates to current ticketing information.

ROCKSTAR ENERGY DRINK MAYHEM FESTIVAL TOUR DATES:

[7/9 - San Manuel Amphitheater](#) - San Bernardino, CA (Los Angeles, CA)
[7/10 - Shoreline Amphitheatre](#) - Mountain View, CA (San Francisco, CA)
[7/12 - White River Amphitheatre](#) - Auburn, WA (Seattle, WA)
[7/13 - Idaho Center Amphitheater](#) - Nampa, ID (Boise, ID)
[7/15 - Ashley Furniture HomeStore Pavilion](#) - Phoenix, AZ
[7/16 - Hard Rock Casino Presents: The Pavilion](#) - Albuquerque, NM
[7/17 - Comfort Dental Amphitheater](#) - Englewood, CO (Denver, CO)
[7/19 - Verizon Wireless Amphitheater](#) - Maryland Heights, MO (St. Louis, MO)
[7/20 - Riverbend Music Center](#) - Cincinnati, OH
[7/22 - Comcast Center](#) - Mansfield, MA (Boston, MA)
[7/23 - Parc Jean-Drapeau - \(Heavy MTL\)](#) - Montreal, QC /www.heavymtl.com
[7/24 - Comcast Theatre](#) - Hartford, CT
[7/27 - PNC Bank Arts Center](#) - Holmdel, NJ
[7/29 - First Niagara Pavilion](#) - Burgettstown, PA (Pittsburgh, PA)
[7/30 - Jiffy Lube Live](#) - Bristow, VA (Washington DC)
[7/31 - Susquehanna Bank Center](#) - Camden, NJ
[8/2 - Farm Bureau Live at Virginia Beach](#) - Virginia Beach, VA
[8/3 - Time Warner Cable Music Pavilion at Walnut Creek](#) - Raleigh, NC
[8/5 - First Midwest Bank Amphitheatre](#) - Tinley Park, IL (Chicago IL)
[8/6 - DTE Energy Music Theatre](#) - Clarkston, MI (Detroit, MI)
[8/7 - Verizon Wireless Music Center](#) - Noblesville, IN (Indianapolis, IN)
[8/9 - Zoo Amphitheatre](#) - Oklahoma City, OK
[8/10 - Gexa Energy Pavilion](#) - Dallas, TX
[8/12 - Aaron's Amphitheatre at Lakewood](#) - Atlanta, GA
[8/13 - 1-800-ASK-GARY Amphitheatre](#) - Tampa, FL
[8/14 - Cruzan Amphitheatre](#) - West Palm Beach, FL

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

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

ROCKSTAR

“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 eighteen amazing flavors: Original, Sugar Free, Zero Carb, Juiced Mango Orange Passion Fruit, Juiced Guava, Juiced Pomegranate, Tropical Punched, Punched Citrus, Roasted Mocha, Roasted Latte, Roasted Light Vanilla, Roasted Espresso, Energy Cola, Recovery Lemonade, Recovery Grape, Recovery Orange, Pink, and 2X. ROCKSTAR ENERGY DRINK is available at convenience and grocery retail outlets across the United States, Canada, Australia, Austria, Belgium, France, Ireland, New Zealand, Japan, Germany, Switzerland, Finland, Spain, The Netherlands, the United Arab Emirates, Greece, Mexico, the Philippines and throughout the United Kingdom.

ROCKSTAR ENERGY DRINK supports the active Rockstar lifestyle. In Motocross, Music, Supercross, FMX, Off Road Racing, MotoGP, Road Racing, Rally Racing, Rallycross, Snowboard, Snowmobile, Ski, Surf, Skate, Wake, MMA, Boxing, Bull Riding, BMX, and BMX Racing. Go to www.rockstar69.com or www.facebook.com/rockstar for athlete, music, and event updates. Check out videos, profiles, and product information. Rockstar Energy Drink is ready to get down with the sickness!

JAGERMEISTER

Jägermeister is proud to return as a sponsor of the 2011 **ROCKSTAR ENERGY DRINK MAYHEM FESTIVAL**. Be sure to check out the Jägermeister Second Stage to catch exciting performances from Uearth, Kingdom of Sorrow, Red Fang and a local Jägermeister sponsored band. For those 21+, feel free to stop by the Jägermeister Booth to meet the lovely Jägerettes, for Jägermeister swag giveaways and for special autograph signings with Kingdom of Sorrow and Uearth.

"We are once again thrilled to feature our specialized custom Jägermeister Mobile Stage this summer on the **ROCKSTAR ENERGY DRINK MAYHEM FESTIVAL**." says Rick Zeiler, Director of Strategic Marketing for the Sidney Frank Importing Company. "John Reese and Kevin Lyman have done a magnificent job in creating the ideal summer metal music festival and Jägermeister is excited to be there along side them."

ABOUT JÄGERMEISTER

Jägermeister, which translates to “master hunter”, is the #1 selling imported liqueur in the United States and one of the top shot brands in the world. The liqueur is based on a secret recipe, combining 56 different natural ingredients, including select herbs, blossoms, roots and fruits from every corner of the globe. Jägermeister, with the distinctive square bottle, was developed in 1934 in Germany and the brand quickly gained global fame through its innovative marketing, unique taste profile and its association with good times. Jägermeister Liqueur is 35% Alc. /Vol. and imported exclusively by Sidney Frank Importing Company, Inc., New Rochelle, NY. www.jager.com. Jägermeister is available in the following sizes in the United States: 50ml, 100ml, 200ml, 375ml, 750ml, 1L, 1.75L. Drink Responsibly.

REVOLVER

About REVOLVER Magazine:

Revolver is the No. 1 hard-rock and heavy-metal destination in the world. In print for over 10 years, the magazine takes readers into the studio, onto the stage, and behind the scenes, providing in-depth information, mind-blowing original photography, and hilarious insights they can't find anywhere else. The home of [The Hottest Chicks in Hard Rock](#), Revolver also covers horror movies, mixed martial arts, tattoos, action sports, and more. Every year Revolver throws the premiere U.S. hard-rock and metal awards show, the Revolver Golden Gods. In its third year, the show has featured appearances by Ozzy Osbourne, Metallica, Motley Crue, Rob Halford, Dave Grohl, Rob Zombie, Slash, Lemmy Kilmister, Dave Mustaine, Alice Cooper, Marilyn Manson, William Shatner, Kat Von D, and many others. Revolver sponsors over 20 hard-rock tours each year, including the **ROCKSTAR ENERGY DRINK MAYHEM FESTIVAL**. Its website (www.revolvermag.com) features exclusive interviews, music and video, photo shoot outtakes, and contests. Revolver is also the official partner of GoTV for RevolverTV, the main home of hard rock and heavy metal programming on all mobile phones, producing new features weekly on over 200 mobile networks including the latest versions of Android and iPhone. This year's **ROCKSTAR ENERGY DRINK MAYHEM FESTIVAL** issue hits the street on July 5th, 2011. Check the official Revolver Magazine festival program for set times at the show!

Revolver Magazine will be back for the fourth year to sponsor **ROCKSTAR ENERGY DRINK MAYHEM FESTIVAL**! Revolver's crew will be at every date with their signature yellow tent giving away the best prizes and hosting the most exclusive band signings of the tour! Stop by the Revolver tent in your city to pick up a limited-edition Mayhem Festival poster, drawn by the creator of Metalocalypse, and show your strength by taking a swing at our striker contest, hosted by Kramer Guitars! Musician's Institute will make a special appearance at five tour dates to show guitar fans how to shred like the best guitarists in the industry. Also, don't forget to enter the Revolver Mayhem 2011 Contest where you can win *three* guitars and tickets to Revolver's Golden Gods Awards!

Revolver Magazine is pleased to announce that henceforth for 2011, the side stage at the **ROCKSTAR ENERGY DRINK MAYHEM FESTIVAL** will now be called the REVOLVER STAGE.

FUEL TV

"For the third consecutive year, FUEL TV is thrilled to be a part of the **ROCKSTAR ENERGY DRINK MAYHEM FESTIVAL**," states John Katovsich of Fuel TV Music. "We share a passion for music and we cater to a similar adrenaline-driven demographic, making this an ideal partnership to reach both our core audiences."

The **ROCKSTAR ENERGY DRINK MAYHEM FESTIVAL** will be featured this summer on the Daily Habit! Check your local listings for show times.

FUEL TV is the only cable and satellite television network that features the exciting world of adrenaline and thrill-seeking sports and the stories that surround them. This new generation of sports provides a rich landscape of some of the most vibrant and action-packed television entertainment in the world. See why young adrenaline sports fans call FUEL TV the channel they never turn off. FUEL TV, part of FOX Sports Media Group, was launched July 1, 2003 and is seen in more than 30 million U.S. homes and can be accessed by broadband, mobile devices and other digital platforms such as iTunes®. FUEL TV programming is available in more than 50 countries around the world with 24/7 channels operating in Australia and Europe. To subscribe to FUEL TV, call 877-4-FUEL-TV. For program times and other information, visit www.fuel.tv.

FOX Sports Media Group

FOX Sports Media Group (FSMG) is the umbrella entity representing News Corporation's wide array of multi-platform US-based sports assets under Chairman & CEO David Hill. Built with brands that are capable of reaching more than 100 million viewers in a single weekend, FSMG includes ownership and interests in linear television networks, digital and mobile programming, broadband platforms, multiple web sites, joint-venture businesses and several licensing partnerships. FSMG now includes FOX Sports, the sports television arm of the FOX Broadcasting Company; Fox's 19 regional sports networks, their affiliated

regional web sites and FSN national programming; SPEED and SPEED2; Fox Soccer Channel and Fox Soccer Plus; FUEL TV; and Fox College Sports. In addition, FSMG also includes FOX Sports Interactive Media, which comprises FOXSports.com on MSN, whatifsports.com and scout.com, reaching over 27 million unique visitors monthly. Also included are Fox's interests in joint-venture businesses FOX Deportes, Big Ten Network and STATS, LLC, as well as licensing agreements that establish the FOX Sports Radio Network, FOX Sports Skybox restaurants and FOX Sports Grills.

IBANEZ

Ibanez is excited to support the 2011 **ROCKSTAR ENERGY DRINK MAYHEM FESTIVAL** for the fourth consecutive year as the exclusive guitar and bass sponsor. With Ibanez Signature artist Peter Iwers of IN FLAMES, Ben Orum, Mike Tiner, and Francesco Artusato of ALL SHALL PERISH, Ken Susi and Slo Maggard from UNEARTH, and Jason White of STRAIGHT LINE STITCH, the 2011 **ROCKSTAR ENERGY DRINK MAYHEM FESTIVAL** and Ibanez promises to deliver a ruthless onslaught of metal.

SOUTH SURF

South Surf Seven, a Mayhem veteran from the very beginning, will be making its appearance this year at **ROCKSTAR ENERGY DRINK MAYHEM FESTIVAL 2011!** Providing the latest in innovative body jewelry, provocative lingerie, eye wear, jewelry, women's clothing, swimsuits and much more! Catering to the rock and metal scene, South Surf Seven is here to provide for your overall festival experience. Showcasing at some of the hottest music festivals around the country, South Surf Seven has everything you need to be in the scene. We'll see you at the show! Be sure to check us out at SS7bodywear.com.

NAMM

The 110-year-old National Association of Music Merchants (NAMM), producer of the world-famous NAMM Show, still knows how to rock and is proud to sponsor the 2011 **ROCKSTAR ENERGY DRINK MAYHEM FESTIVAL**. The more than 9,000 Member companies that belong to NAMM including local music stores, manufacturers and the brands you love, believe that playing music is an essential part of life and are happy to provide support to rockers and potential rockers in their local communities. And teen bands, we urge you enter NAMM's third annual SchoolJam USA Teen Battle of the Bands beginning this August. For more information, visit schooljamusa.com. For more information about how you can get started playing music yourself, just visit www.wannaplaymusic.com.

SABIAN

Innovative cymbal maker SABIAN is thrilled to be a sponsor for the second consecutive year. The original "metal of choice" with hard rock and metal drummers, SABIAN is also the choice of the heaviest hitters at Mayhem: Mike Wengren (Disturbed), Shawn Drover (Megadeath), Shannon Larkin (Godsmack), Nick Augusto (Trivium) and Kanky Lora (Straight Line Stitch). With headquarters and factory in New Brunswick, Canada, SABIAN is known worldwide for combining centuries-old traditional craftsmanship with modern innovation. With 11 cymbal series in four sound categories, SABIAN offers cymbals and sounds for every musical style, playing level and price.

AIR FORCE RESERVES

The Air Force Reserve is an exciting part of the nation's defense. It offers similar benefits afforded to those on active duty, with one major addition: the benefit of time; time to be with your family and time to work at your civilian career, while serving your country. If you're in school, the Air Force Reserve offers tuition assistance, and if you have graduated, the Air Force Reserve offers a student loan pay back program. This is an ideal option for those who have never been in the military and want to participate without being on full-time active duty. The Air Force Reserve will have their Xtreme Team on site at many of the dates to help you find out about part-time jobs in your community today, and to see if you qualify for the great opportunities the Air Force Reserve offers!

CENTURY MEDIA

Century Media is delighted to be a part of the **ROCKSTAR ENERGY DRINK MAYHEM FESTIVAL** once again. We are thrilled to add IN FLAMES to the ranks of Century Media artists who have graced the Mayhem stage, and that SUICIDE SILENCE was invited to come back for a repeat performance. Mayhem presents a fantastic opportunity for fans of all types of heavy music to hear their favorite artists and get turned on to new ones. IN FLAMES and SUICIDE SILENCE are indicative of the breadth of the bands playing this and every year. Sweden's IN FLAMES will be touring in support of their vicious new album, *Sounds of a Playground Fading*. Always a sonic force to be reckoned with, *Sounds* delivers both the power and catchiness that is the band's trademark. It's hard to believe SUICIDE SILENCE burst onto the scene a mere four years ago with their debut game-changer, *The Cleansing*, which preceded their inaugural appearance at Mayhem. 2009's *No Time to Bleed* proved they were no flash in the pan. With the release of *The Black Crown* this summer, SUICIDE SILENCE is poised to cement their place in the metal hierarchy. See you in the sun!

NUCLEAR BLAST

We are happy to have ALL SHALL PERISH, one of the biggest and best bands on the cutting edge of the extreme metal scene, on the premiere heavy music festival of the year! ALL SHALL PERISH helped pioneer the new wave of extreme metal, which is why it's only fitting that they be one of the headliners on this year's "Extreme Stage". ALL SHALL PERISH will be touring in support of their upcoming monolithic release *This Is Where It Ends*, and will be playing cuts off that release as well as several other fan favorites. In addition, Nuclear Blast will also have a merch booth at the festival with our friends Century Media Records, selling our latest and greatest releases.

METAL BLADE

29 years of Delivering the Metal to the Masses, Metal Blade Records is honored to be part of this year's Rockstar Energy Drink Mayhem Festival. Metal Blade and its artists have enjoyed the experience of the Mayhem Festival and this year will be no exception. **UNEARTH** will be playing on the Jägermeister Stage each day performing material from their upcoming new album "Darkness In The Light". We will have an onsite presence with our Tent (just look for the Pirate flag) which will have promotional samplers for giveaways along with special Metal Blade merchandise and Catalog/new releases for sale. Follow Metal Blade Records on Twitter <http://twitter.com/metalblade> and Like us on Facebook <http://www.facebook.com/metalbladerecords> to retrieve daily Mayhem on sight information, artist signings and special deals at the METAL BLADE RECORDS tent.

ROADRUNNER

For the fourth year running, Roadrunner Records will be heading out on the road for this summer's **ROCKSTAR ENERGY DRINK MAYHEM FESTIVAL**. Since the festival's inception in 2008, Roadrunner has been proud to be a major presence at the shows, and this year will be no exception. Roadrunner artists MEGADETH, MACHINE HEAD and TRIVIUM will be delivering standout performances, and the Roadrunner Records tent will be a premier destination for concertgoers with fan-friendly promotions and contests as well as offering the chance to purchase or pre-order the highly-anticipated upcoming albums from all three bands.

SHIRTS FOR A CURE

Shirts for a Cure is excited to be on the road this summer with the 2011 Willie Nelson Country Throwdown Festival. Stop by our booth in the main concourse to check out our new shirts offerings and pick up one of our new cancer fighting bandannas. As with every thing we offer, 100% of the proceeds go directly to fighting breast cancer.

MUSIC SAVES LIVES

This year we want to give the fans of the **ROCKSTAR ENERGY DRINK MAYHEM FESTIVAL** a way to give back and save lives. Music Saves Lives is an organization that encourages blood donation in all the cities we visit. The simple act of donating balances the fragile summer blood supply, saving those needing life-saving transfusions. Any ticket holder that attends a Music Saves Lives blood drive will be able to be part of the MSL riser stage. This stage strategically splits the two side stages giving a great view of your favorite bands. Visit www.musicsaveslives.org for more information, and to find a blood drive in your city. Saving Lives Never Sounded So Good.

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