

"SLICK AND ENTERTAINING AS IT IS HEAVY AND BOOSTEROUS!"

OUTBURN

"PURE TESTOSTERONE-FUELED MOSH-PIT MAYHEM"

AMP

"COMMANDING, INTENSE, AND NEARLY IMPOSSIBLE TO IGNORE!"

thepop.com

PREFERRED BY OZZFEST & FAMILY VALUES TOUR

OZZFEST FAMILY VALUES

BURY YOUR DEAD

IT'S NOTHING PERSONAL

MARKETING POINTS

- BURY YOUR DEAD will be supporting DISTURBED and KILLSWITCH ENGAGE on this Spring's MUSIC AS A WEAPON TOUR headlining the second stage.
- BURY YOUR DEAD has toured around the entire globe, performing alongside HELL YEAH, HATEBREED, MACHINE HEAD, KILLSWITCH ENGAGE, SHADOWS FALL, ALL THAT REMAINS and more.
- The band stole the show at OZZFEST, THE FAMILY VALUES TOUR, THE STRHESS TOUR, and the last two NEW ENGLAND METAL FESTIVALS.
- BURY YOUR DEAD's music videos have been featured on MTV 2's HEADBANGER'S BALL. Expect to see the newest video hitting the airwaves soon!!!

SALES POINTS

- BURY YOUR DEAD has sold over **200,000** records worldwide!
- BURY YOUR DEAD will destroy your record or lifestyle store! Contact your Victory sales representative to arrange for an in-store performance or signing!
- Full-color posters are available for promoting this release along with previous BURY YOUR DEAD releases and all other Victory metal releases.
- Get this record into your listening post! Contact the Victory Records sales department for in-store play copies.
- Co-op programs are being reviewed now, please contact your Victory Records sales representative to discuss.

THE VICTORY ADVANTAGE

- BURY YOUR DEAD will be featured on Victory's proprietary marketing portals: VictoryV (over 300,000 monthly subscribers), VictorStream (the only label-centric streaming media player), VictorME (the only label-centric social networking community) and VictoryMetal.com.
- Victory Records has a full marketing campaign in line to push *It's Nothing Personal*, including ads in all major metal and hard rock magazines, online banners, catalogs, postcard mailings and at all major retailers across the world.
- Victory's international publicity department is arranging features and interviews to appear in ALTERNATIVE PRESS, REVOLVER, KERRANG!, OUTBURN, METAL HAMMER, AMP, ROCK SOUND and many more.
- The new video from *It's Nothing Personal* will debut on Victorymetal.com and hit music TV to coincide with its release.
- Victory's Street Team will be armed with samplers featuring music from, *It's Nothing Personal*.
- Visit www.victorypresscenter.com for band bios, hi-res photos, album artwork and more and www.victoryonesheets.com to download this one-sheet.
- Do you sell band merchandise? Contact the VICTORY RECORDS sales department to order BURY YOUR DEAD shirts, hoodies and band merchandise for your store!

ON TOUR WITH
DISTURBED
KILLSWITCH ENGAGE



It's springtime...flowers are blooming, birds are singing, and **BURY YOUR DEAD** is about to stomp every mother-fucker into the ground with their pulverizing new record.

Their rigorous touring and destructive live performances have placed them at the top of the metal/hardcore mountain and they are ready to rule the land with *It's Nothing Personal*. Although *It's Nothing Personal* is the band's fifth record, the momentum is still climbing for them. They have toured with some of metal's greatest heroes and have become one of the most important metal bands of the decade. *It's Nothing Personal* will seal the deal for this hardworking band and turn them into the metal titans they were destined to be.

ALSO AVAILABLE



Cover Your Tracks
VR234



ALIVE CD/DVD DUAL DISC
VR280



Beauty And The Breakdown
VR300



Bury Your Dead
VR409

LISTEN NOW AT
VICTORY METAL.com

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STREET DATE: 5.26.09
ARTIST: BURY YOUR DEAD
TITLE: IT'S NOTHING PERSONAL
CATALOG #: VR512-2
CONFIG: CD
UPC: 746105051249
PRICE CODE: 1398
BOX LOT: 30
GENRE: HARDCORE | METAL
HOME MARKET: BOSTON, MA

TOP 10 MARKETS

- Los Angeles, CA
- New York, NY
- Boston, MA
- Chicago, IL
- Philadelphia, PA
- Phoenix, AZ
- Washington, DC
- Denver, CO
- Seattle-Tacoma, WA
- Minneapolis-St. Paul, MN



FROM THE #1 INDEPENDENT ROCK LABEL IN THE U.S. - VICTORY RECORDS
CONTACT: VICTORY RECORDS SALES (312)666-9667 - WWW.VICTORYRECORDS.COM

