

FOR IMMEDIATE RELEASE

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Billy Talent, Rise Against, Rancid, Theory of a Deadman, Shinedown, and Hollywood Undead Attend Rock on the Range Canada Backstage Artist Lounge

Backstage Artist Lounge at ROTR Canada welcomed Billy Talent, Rise Against, Rancid, Theory of a Deadman, Shinedown, Hollywood Undead, Blue October and other bands with gifts from official partners of the Backstage Artist Lounge including Living Canvas Tattoo and The Vault Salon & Spa

Winnipeg, MB Canada – June 27, 2009 – Rock On The Range Canada presented the renowned Backstage Artist Lounge this weekend hosted by Christina Martin. This was the first ROTR Backstage Artist Lounge held in Canada. Behind the scenes, Billy Talent, Rise Against, Rancid, Theory of a Deadman, Shinedown, Anvil, Thornley, Blue October, Hollywood Undead, Silverstein, Inward Eye, Die Mannequin, Pop Evil, Age of Daze, and Sick of Sarah spent their time in the lounge posing for photos and checking out products from Backstage Artist Lounge official partners including: Kings Florists, The Cupcakery, The Vault Salon & Spa, Vertical Adventures, Manic Panic, Living Canvas Tattoo, My Dirt Soap, Body Art Forms, EcoNation, Jessie Steele, Diba Shoes, Lemonade Stand, Forged Clothing, Lucky 13 Apparel, Cain & Abel Jeans, PRS guitars, Wide Ride Guitar Straps, True Love False Idols, Kentucky Denim, Candie & Dolls, and David Lewis Photography.

Before the bands went on stage they had the opportunity to be dressed by outstanding companies like Forged Clothing, Cain and Abel jeans, Lucky 13 Apparel, Kentucky Denim, True Love False Idols, Diba shoes, and Candie & Dolls. Complimenting their wardrobe, Vault Salon & Spa styled every bands hair while Manic Panic gifted the bands with hair color and styling product. Vault also helped the rockers relax by giving them hand/arm massages and painting their nails. Even the hair stylists had a chance to wear some vintage inspired aprons designed by Jessie Steele. Once again, Body Art Forms was the exclusive body jewelry partner of the Lounge and provided excellent body jewelry for the musicians backstage. Band members, like Eric from Shinedown, also went across the street to Living Canvas Tattoo to get a few original tattoos. Vertical Adventures, was new this year and they installed a thirty-foot climbing wall for the more adventurous souls. Another addition was The Cupcakery and they provided cupcakes that were a delectable success. One of the musicians from Rise Against even posed for a photo with frosting on his nose. There was a stunning floral arrangement for the center of the lounge offered by Kings Florist and My Dirt Soap sent Rock Star Dirt Soap and Dirt Soap for Boys for the bands to enjoy. Other exclusive partners included PRS guitars, Wide Ride Guitar Straps, Lemonade Stand, and EcoNation and they had amazing products for the bands to peruse and choose from as well.

The Backstage Artist Lounge at Rock On The Range Canada was a great success. The very next stop on the Backstage Artist Lounge's international tour is July 10-12th in Costa Mesa, CA at the Maloof Money Cup, televised on NBC and MTV2.

About Backstage Rock Lounge

Created by Christina Martin, the Backstage Rock Lounge tours major rock festivals across the U.S. including Pointfest, Rock On The Range and Rock Gone Wild. The Backstage Artist Lounge features brands to famous touring rock stars. This creative concept reflects the most innovative brand integration and rock n roll publicity possible today. Guests of the Backstage Artist Lounge to date include Beck, Fall Out Boy, Avenged Sevenfold, The Killers, Stone Temple Pilots, Seether, Shinedown, Breaking Benjamin, Mudvayne, Papa Roach, Three Days Grace and more.

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Relevant Links: BackstageArtistLounge.com, RockOnTheRangeCanada.com, LivingCanvasTattoo.ca, VaultSalonandSpa.com, VerticalAdventures.ca, MaloofMoneyCup.com, and RockGoneWild.com



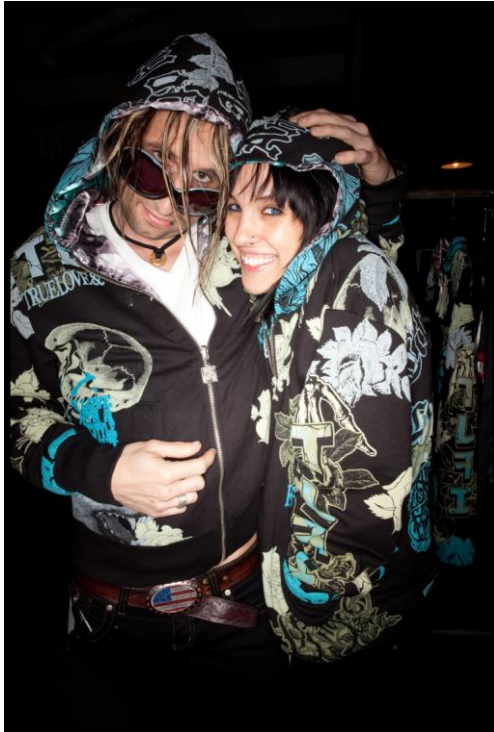
Katie Murphy from Sick of Sarah getting her hair styled by Vault Salon and Spa on June 27th, 2009, inside the Backstage Artist Lounge



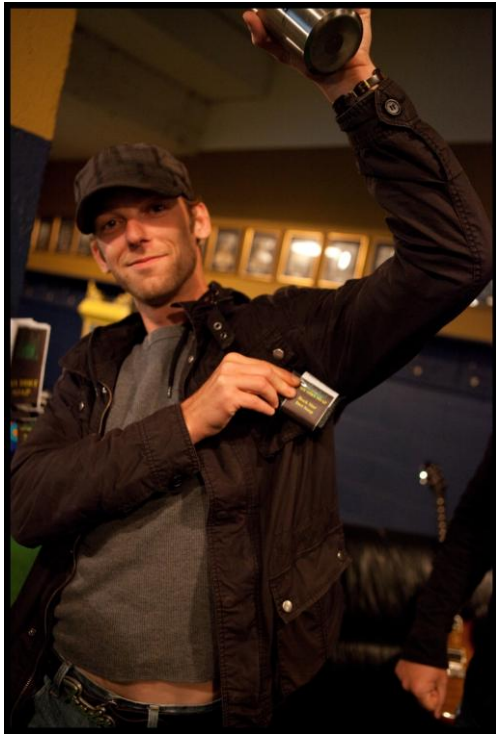
Some of the guys from Thornley pose with a PRS guitar inside the Backstage Artist Lounge on June 27th, 2009



Some of the guys from Rise Against pose with cupcakes from The Cupcakery inside the Backstage Artist Lounge on June 27th, 2009



Eric Bass and Abisha Uhl wearing True Love False Idols clothing inside the Backstage Artist Lounge on June 27th, 2009



John Price from Age of Daze poses with My Dirt Soap inside the Backstage Artist Lounge on June 27th, 2009



Various band members get together to pose for a group shot inside the Backstage Artist Lounge on June 27th, 2009