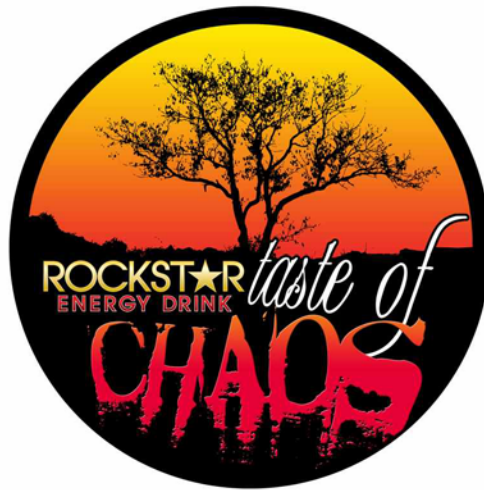


FOR IMMEDIATE RELEASE:

**ROCKSTAR ENERGY DRINK IS PROUD TO PRESENT THE
FIFTH ANNUAL ROCKSTAR TASTE OF CHAOS TOUR**



2009 TOUR TO INCLUDE:

THURSDAY

BRING ME THE HORIZON

FOUR YEAR STRONG

PIERCE THE VEIL

CANCER BATS

**WINTER'S BIGGEST & LOUDEST TOUR NOW AN EVEN BETTER VALUE
WITH NEW LOWER TICKET PRICES**

TOUR KICKS OFF FEBRUARY 14 IN LOS ANGELES

PRE-SALE BEGINS FRIDAY, DECEMBER 12 AT 10AM

**ROCKSTAR ENERGY DRINK, ERNIE BALL, ALTERNATIVE PRESS,
MYSpace MUSIC, NAMM, www.DiNGLIFE.com ARE ANNOUNCED AS
SPONSOR/MEDIA PARTNERS**

December 1, 2008—ROCKSTAR ENERGY DRINK TASTE OF CHAOS
continues to stake its claim as the preeminent winter rock package tour. Always

an explosive, in-your-face affair, **ROCKSTAR TASTE OF CHAOS** features today's biggest and *on-the-verge* of stardom hard rock bands. Blaring, boisterous and brutal, this year's tour will be no different. Heralded by Florida's Backstage Pass as "delivering some of the best known acts in the rock 'n roll world," past **RTOC** performers have included a who's who of this decade's most popular rock bands including My Chemical Romance, Taking Back Sunday, Rise Against, Deftones, Killswitch Engage, 30 Seconds to Mars, The Used and over three hundred more.

Tour co-founder Kevin Lyman, always with his ear to the street and his hand on the scene's pulse, chose this year's cutting edge lineup after watching many of these same bands explode on the 2008 Van's Warped Tour. By taking fan feedback to heart and personally handpicking artists that he feels will be breaking out in '09, the lineup includes headliner **THURSDAY**, as well as **BRING ME THE HORIZON**, **FOUR YEAR STRONG**, **PIERCE THE VEIL** (all of whom will rotate their spot on the bill throughout the tour), and **CANCER BATS**. In addition, one local Ernie Ball Battle of the Bands winner will open the show at each stop.

"After listening to what fans had to say during Warped Tour and watching many of these bands with thousands of fans watching them perform," Lyman explains, "these are the bands rock fans want to see. And I believe they're all on the brink of breakout success."

Last year, the Asbury Park Press praised Lyman for his forward looking approach to the tour, writing: "No wonder the Rockstar Taste of Chaos is known as the 'Winter Warped Tour.' Much like the highly successful summer rock jaunt, Rockstar Taste of Chaos is affordable and offers a wide range of bands. Lyman, who assembles the Warped Tour lineup, goes out of his way to put together a package of punk, hard rock and true alternative acts for the bill."

This year, fans can expect a low ticket price (between \$20-25 per ticket) as well as the return of the fun-filled concourse offering a bevy of fascinating distractions in between sets guaranteeing that the pandemonium will begin as soon as fans enter the venue.

Tour co-founders, John Reese, Lyman and Darryl Eaton state: "We are very excited about the great bands and concourse activities planned for the 2009 North American Tour. **ROCKSTAR ENERGY DRINK** has been a great partner helping us bring fans a great package and a big show at a very fan-friendly entrance price. We're really proud that the **RTOC** has become an important event on music fans' calendars in the long, cold winter in the U.S. and Canada."

ROCKSTAR ENERGY DRINK Marketing Director Mike Kelso states, "Live music is very important to **ROCKSTAR ENERGY DRINK** and for the past four years the worldwide success of **ROCKSTAR TASTE OF CHAOS** has been instrumental in the success of our brand."

With nearly 300 worldwide dates over the past four years, playing in over 20 countries including the United States, Canada, Great Britain, Germany, Australia, Japan, France, Mexico, New Zealand and Italy among others, **ROCKSTAR TASTE OF CHAOS**, the only worldwide lifestyle festival tour, is back with another onslaught of winter dates in the U.S. and Canada.

The **ROCKSTAR TASTE OF CHAOS** pre-sale begins Friday, December 12th, at 10AM in each market. Please go to www.rockstartasteofchaos.com for all on sale information, ticketing links, and concert dates.

Head over to <http://www.youtube.com/watch?v=MtM6bwcOOgQ> to view a ROCKSTAR TASTE OF CHAOS EPK featuring all of this year's acts.

For the last decade, headliner **THURSDAY** has released groundbreaking, essential albums like 2001's fan-favorite *Full Collapse* and 2003's breakthrough *War All the Time*, while always playing riveting shows garnering hundreds of thousands of fans worldwide. As the band approaches its tenth anniversary, it has dug deep to recapture the original fervor and fire to make its most honest and sincere record to date. Hailing from New Brunswick, New Jersey, the band recently signed with Epitaph Records and will see its fifth studio release, *Common Existence*, in stores February 17. The record was produced by former Mercury Rev member Dave Fridmann who has also produced The Flaming Lips, Weezer, Ed Harcourt, Café Tacuba, Phantom Planet, and OK Go. **THURSDAY** frontman Geoff Rickly says of the new album: "This is the first time I've looked at a lot of life's events from an adult perspective." Pioneers of modern punk, **THURSDAY** is one of the biggest influences and leading bands in the emerging post-hardcore scene. Election Day 2008 also saw the band release a limited edition split LP with the band Envy. www.myspace.com/Thursday

British metalcore outfit **BRING ME THE HORIZON'S** latest release, *Suicide Season* is now out on Epitaph Records. It's not often scene kids, screamo fans and metal-heads can agree on a band, but after BMTH's explosive rise in popularity, culminating in their breakout performances at Vans Warped Tour this summer, fans of all three genres have found their new favorite band. Hailing from Sheffield, England, Oliver Sykes (vocals), Matt Nicholls (drums), Curtis Ward (guitar), Matt Kean (bass) and Lee Malia (guitar) formed BMTH in 2004 and began setting the UK ablaze with blistering performances across the country. By 2006 the band had already won Kerrang!'s "Best British Newcomers" award and toured with groups like Killswitch Engage, Aiden, and Bleeding Through. Later that fall the group unleashed their debut album, *Count Your Blessings*, which further cemented their place among the metalcore elite. BMTH explore the limits of its sound and abilities, resulting in tracks that will make you think as much as bang your head. *Suicide Season* is the perfect soundtrack to a life spent on the edge, where the rules don't apply and darkness rules. www.myspace.com/bmth

Calling Worcester, Massachusetts home, **FOUR YEAR STRONG** has been making a name for itself as one of *Alternative Press*'s "100 Bands You Need To Know in '08" and *Rolling Stone*'s "40 Bands You Need To Know". Frequenting the Smartpunk Top 10 sales and Purevolume's "most played" charts, the band has garnered nearly 2 million plays on MySpace by simply making music the way they want it to be made. The band's debut full-length, *Rise or Die Trying*, on I Surrender Records continues to generate an excited buzz across the Web, catching the ears of Fall Out Boy's Pete Wentz. Earlier this year the band announced its partnership with Decaydance Records, joining the ranks of bands like Panic at the Disco, The Academy Is..., and Gym Class Heroes. Equal parts melody and mayhem; however, its true talent lies in the ability to use these parts to create one exciting, infectious whole. www.myspace.com/fouryearstrong

San Diego's **PIERCE THE VEIL** is a progressive post-rock quartet whose debut *A Flair For The Dramatic* on Equal Vision Records incorporates elements of fractured hardcore, prog-rock and metalcore into a unique amalgam of heavy music that is bound to turn heads and blow minds. Recorded by Casey Bates (Portugal The Man, Gatsbys American Dream) in Seattle, Washington, Pierce The Veil's debut is a labor of love that the band put every ounce of creativity into. www.myspace.com/piercetheveil

Toronto's **CANCER BATS** is fueled by a burning desire to rage harder, play louder and have more fun than any other band. Mixing hardcore, southern metal, and punk rock into a lethal rock & roll explosion, the four-piece has never rocked as hard as it does on its sophomore release *Hail Destroyer*. Co-produced by Eric Ratz (Big Sugar, Theory Of A Dead Man, Billy Talent), Kenny Luong (Billy Talent), and Greg Below (Alexisonfire), and recorded at Vespa Studios, the album features an edgier, much heavier, and finely tuned collection of songs. Featuring guest vocals by Cancer Bat bro's Ben Kowalewicz (Billy Talent), Wade MacNeil (Alexisonfire), and Tim McIlrath, the no-holds-barred tracks on *Hail Destroyer* will definitely get the ROCKSTAR TASTE OF CHAOS party off on the right earsplitting note. www.myspace.com/cancerbats

Back as the title sponsor, **ROCKSTAR ENERGY DRINK** will once again be sampling its products, in addition to coming up with some great surprises for concert goers. Other sponsors include **Ernie Ball**, **NAMM**, **DiNG** and **MySpace Music**, as well as **Alternative Press** who will produce the Official Tour Program.

ROCKSTAR ENERGY DRINK is the world's most powerful energy drink. Enhanced with the potent herbal blend of Guarana, Ginkgo, Ginseng and Milk Thistle, **ROCKSTAR** is scientifically 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 eleven amazing flavors: Original, Sugar Free, Zero Carb, Juiced, Guava, Pomegranate, Punched, Punched Citrus, Roasted Mocha, Roasted Latte, and Roasted Light Vanilla, all of

which are available at convenience and grocery retail outlets across the United States, Canada, Mexico, Australia, New Zealand, Japan, Germany, Finland, and throughout the United Kingdom.

Ernie Ball's 4th Annual ROCKSTAR TASTE OF CHAOS Battle of the Bands returns! Attention unsigned bands, sign up for the once in a lifetime opportunity to play live on the main stage of the 2009 **ROCKSTAR TASTE OF CHAOS TOUR!** Play alongside Thursday, Bring Me The Horizon, Four Year Strong, and Cancer Bats for the ultimate career-altering opportunity. **Signups go live December 15th at www.battleofthebands.com**, the premier website that gives your band limitless opportunities to play live.

NAMM joins **RTOC** as a 2009 sponsor and is on a mission to educate RTOC fans on what an amazing tool music can be in all of our lives. **NAMM** is an information source for music retailers and helps fans discover music performance.

Joining us again in 2009 are **Peta2** and **Shirts For a Cure**. As the world's largest youth animal rights group, **Peta2** has been a non-profit sponsor of **ROCKSTAR TASTE OF CHAOS** since its inception in 2005. Stop by the **Peta2** booth to make a difference for animals by signing the "Meat's Not Green."

Shirts For A Cure is also a fifth-year sponsor and will be onsite selling new and exclusive t-shirt designs from bands like Thursday and more. All proceeds from the sales go directly to providing financial assistance to women who cannot afford the expense of the fight against breast cancer.

Also back in 2009 is the **RTOC Label Tent**, where fans can get the newest info, artist releases and promotions from the likes of punk rock staples **Epitaph Records** and SoCal upstarts **Old Shoe Records**. Canadian clothing retailer **D-TOX** will be back as a sponsor on all Canadian dates. Dominic LaFortune, D-Tox Marketing and Promotions Director says, "D-Tox is very proud to be a part of the **ROCKSTAR TASTE OF CHAOS** in Canada for the third year in a row. We're looking forward in seeing you all and we're preparing tons of cool stuff for you so make sure to pass by and check us out."

This year, **ROCKSTAR TASTE OF CHAOS** has teamed up with **Buzznet.com** to create the "Official Buzznet Taste Of Chaos Community." The ultimate backstage pass, the community will give fans the most personal and in-depth look at the tour through exclusive photos, videos, interviews, contests and more. Each of the **RTOC** bands will be carrying a Buzznet phone which they'll use to post candid photos and videos from the road in real-time, so fans won't miss a beat. A Buzznet blogger and photographer will also be hitting the road to follow the entire tour and provide daily updates. In addition, fans can join the conversation by contributing their own photos, videos and blogs from the tour to the community,

where they'll not only be seen by millions, but could also be specially featured on Buzznet.com.

MySpace Music, a landmark joint venture among MySpace, EMI Music, SONY BMG MUSIC ENTERTAINMENT, Universal Music Group, Warner Music Group, and Sony ATV, aims to empower major, independent, and unsigned artists to monetize their content through multiple revenue streams. By allowing the MySpace community to freely stream premium content in an ad-supported environment, purchase MP3s and ringtones, create and share playlists, and ultimately buy merchandise, concert tickets, and other digital and physical goods. MySpace Music also connects artists and fans in the offline arena through various concert series and live events including Secret Shows, MySpaceLIVE!, Transmissions, The Release, Front to Back and The List. MySpace Music centers around the more than five million major, indie, and unsigned artists that use their MySpace music profiles to communicate and intimately connect with fans and friends. As one of the most popular and most trafficked music platforms in the world, MySpace Music has evolved into an offline experience by connecting bands and fans around the world through various concert series and live events.

DiNG holds the world's largest catalog of artist and music related artwork with over 200 artists and 130 devices at www.DINGLIFE.com. A DiNG is a custom-fit, full-color, device-specific decal, that is easily applied to over 100 devices including cell phones, MP3 players, laptops, gaming systems and controllers.

RTOC 2009 Tour Dates:

SAT	2/14/09	Los Angeles, CA	Palladium
SUN	2/15/09	San Jose, CA	San Jose Civic Auditorium
MON	2/16/09	Chico, CA	Senator Theatre
TUE	2/17/09	OFF	
WED	2/18/09	San Diego, CA	House of Blues
THU	2/19/09	Tucson, AZ	Rialto Theatre
FRI	2/20/09	Las Vegas, NV	House of Blues
SAT	2/21/09	Salt Lake City, UT	In the Venue
SUN	2/22/09	Denver, CO	Fillmore
MON	2/23/09	OFF	
TUE	2/24/09	Milwaukee, WI	Eagles Ballroom
WED	2/25/09	Cincinnati , OH	Bogart's

THU	2/26/09	Rochester, NY	Armory
FRI	2/27/09	Worcester, MA	Palladium
SAT	2/28/09	Hartford, CT	Webster Theatre
SUN	3/1/09	OFF	
MON	3/2/09	Providence, RI	Lupo's
TUE	3/3/09	Clifton Park, NY	Northern Lights
WED	3/4/09	New York City, NY	Nokia
THU	3/5/09	Sayreville, NJ	Starland
FRI	3/6/09	Philadelphia, PA	Electric Factory
SAT	3/7/09	Baltimore, MD	Rams Head Live
SUN	3/8/09	Columbus, OH	Newport
MON	3/9/09	Cleveland, OH	Agora Theatre
TUE	3/10/09	Detroit, MI	Fillmore
WED	3/11/09	St. Louis, MO	Pageant
THU	3/12/09	Chicago, IL	Aragon
FRI	3/13/09	Minneapolis, MN	Myth
SAT	3/14/09	Kansas City, MO	Beaumont Club
SUN	3/15/09	OFF	
MON	3/16/09	OFF	
TUE	3/17/09	Ft. Lauderdale, FL	Revolution
WED	3/18/09	Orlando, FL	Hard Rock
THU	3/19/09	Atlanta, GA	Tabernacle
FRI	3/20/09	OFF	
SAT	3/21/09	Houston, TX	Verizon
SUN	3/22/09	San Antonio, TX	Sunset Station
MON	3/23/09	Dallas, TX	Palladium Ballroom
TUE	3/24/09	OFF	
WED	3/25/09	OFF	

THU	3/26/09	Boise, ID	Knitting Factory
FRI	3/27/09	Portland, OR	Roseland
SAT	3/28/09	Seattle, WA	Showbox
SUN	3/29/09	Spokane, WA	Knitting Factory
MON	3/30/09	Vancouver, BC	Commodore
TUE	3/31/09	OFF	
WED	4/1/09	Calgary, AB	MacEwan Hall
THU	4/2/09	OFF	
FRI	4/3/09	Edmonton, AB	Event Centre
SAT	4/4/09	Saskatoon, SK	Odeon
SUN	4/5/09	Winnipeg, MB	Burton Cummings
MON	4/6/09	OFF	
TUE	4/7/09	OFF	
WED	4/8/08	Toronto, ON	Kool Haus
THU	4/9/08	Montreal, QC	Metropolis

For more information see:

www.rockstartasteofchaos.com
www.myspace.com/rockstartasteofchaos
www.rockstar69.com
www.ernieball.com
www.altpress.com
www.myspace.com
www.dinglife.com