

THE BANK ROBBERS

For fans of: **Taking Back Sunday, Hawthorne Heights, The Used, & Boys Night Out**

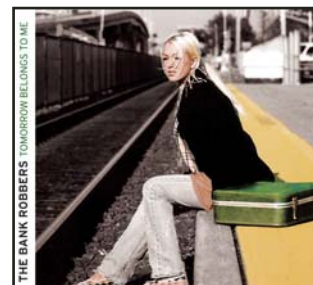


Fueled by raw passion, The Bank Robbers deliver honest, intense songs that bridge the gap between post-hardcore and rock. Intricate, powerful guitars, a solid rhythm section, and soaring vocals take The Bank Robbers a step above their counterparts. With a solid first release of strong melodies and intense musical composition under their belts (2003's *The Pattern Reversed*), The Bank Robbers have found their place and their sound. Fresh off tour w/ House of Fools & Socratic (Drive-Thru), The Bank Robbers are moving forward on a path towards success.



THE BANK ROBBERS TOMORROW BELONGS TO ME

File Under: B
Genre: Rock
Packaging: Jewel
Box Lot: 30
Config: CD
Selection #: NMR012
Price Code: FM
HOMETOWN Howell, NJ



RADIO

- + Specialty radio through Jaclyn Kajzer (The Firm).
- + College radio through Pirate! Promotions.
- + Various online radio shows & podcasts.
 - Ad spots on DJ Rosstar's Online Radio Show (10,000 listeners per show).
- + Multiple on-air interviews scheduled around release date.
- + Focus Tracks: Track 3 "Making Promises" & Track 5 "Believe Everything".

VIDEO

- + "Making Promises" music video by Rock Picture Scissors serviced by Rive Video Promotions to all national outlets for summer rotation.
- + Electronic Press Kit available to download online prior to release date.
- + Enhanced Video content featuring band interviews on the album.
- + Three part music video mini series featuring tracks 2, 6 & 8 available for online viewing and use in several online advertisements.

PUBLICITY

- + Servicing through Rainmaker Public Relations.
- + On May 18, 2005 Robert & Vinny of The Bank Robbers were invited on stage to sing and perform "I Still Haven't Found" with the legendary U2 on their Vertigo tour at the Continental Airlines Arena. This event was covered by Rolling Stone w/ a photo in the June 16, 2005 issue.

SALES HISTORY

- + Sold 5200+ copies of debut full-length "The Pattern Reversed" (No Milk).
- + Featured on Drive-Thru Records / Pure Volume compilation (Fallout Boy, & Say Anything).
- + Featured on Punk The Clock Vol.2 compilation (Anberlin, Me Without You).

TOUR HISTORY

- + Regional dates on various summer festivals (The Warp Tour, Taste Of Chaos, Surf & Skate).
- + Previous tours include 2 East Coast, 3 West Coast and 1 National tour.

Street Date: May 16, 2006
Order Due Date: 4/26/06

PRINT / MEDIA

- + Featured on 50,000+ promotional samplers circulating several summer festivals such as Taste Of Chaos, The Bamboozled, & Warp Tour.
- + Print ads, interviews, & album reviews running in key national magazines & regional zines including Alternative Press, AMP, Chord, Skratz (Warp Tour Guide), Status, & Synthesis.
- + Massive POP saturation via the No Milk street team (300+ enlisted).
 - Recruits are placed in a point based system where their work is rewarded for continual activity in the program.
- + Postcard release date reminders mailed to the No Milk Customer Database (3000+ entries).
- + POP distributed includes Postcards, Posters, Pins, Stickers, Bottle Openers, & guerilla style Stencils.

ONLINE

- + The "Making Promises" digital single available through iTunes, Napster, Rhapsody & other digital retailers on 3/28/06.
- + "Making Promises" ring tone available through MyIndieTones.com.
- + Promotional contests & pre-order giveaways featured on various sites (All-Ages, Chain Wiped, Punk The Clock, Skratz & Smartpunk).
- + Banner ads through Indieclick, key sites targeted (Absolute Punk, Pure Volume, Mammoth Press, Last FM, Emotional Punk & Punk News).
- + Aggressive Myspace.com campaign via No Milk street team.
- + E-Card featuring part one of the three part video series on Absolute Punk!
- + Re-Launch of TheBankRobbers.com brimming w/ exclusive new content.

TARGET MARKETS

- + NJ, NYC, Cleveland, Detroit, Pittsburg, Austin, MN, IN, Phoenix, Los Angeles.

NOTES