



## New Bad Brains Release “Build A Nation” Goes Global with Innovative Approach to Internet and Mobile Marketing

*Classic Punk Band Utilizes the Power of the Internet and Mobile Networks To Promote New Release*

San Francisco/New York -- June 20, 2007— After a career spanning over 20 years, the iconic punk band Bad Brains are embracing an array of modern technologies to help promote their newest release, *Build A Nation*, which will be released worldwide on June 26 via Oscilloscope/Megaforce Records. The album was produced by Adam Yauch (MCA of Beastie Boys) and the first video was directed by Shavo (System Of A Down). The Beastie Boys’ Oscilloscope company was instrumental in putting this project together and Adam Yauch has been active in promoting this release. *Build A Nation* represents the first recording, aside from Beastie Boys’ recordings, from the Oscilloscope laboratories and studio. It is also the first studio recording by Bad Brains in over 10 years.

“The Brains are one of most powerful and unique bands in the world. They have been a huge influence on me, and it was an honor to work with them on this record,” comments Adam Yauch.

Highlights of the digital marketing campaign, a joint effort between Megaforce, IRIS Distribution, and Press Here Publicity, include a pre-order with iTunes (including the bonus track “Married Again”), which started June 12, the first independent album to be so featured in iTunes history; an exclusive listening party hosted on the front page of MySpace from June 22 – June 25; an exclusive interview with the band on MTV/Urge; a Yahoo! world premiere; an AOL exclusive during the week of release; a band retrospective on ZUNE; and a featured track (“Give Thanks and Praises”) on Sprint, T-Mobile, Verizon, Nextel and AT&T networks this summer.

**About Megaforce:** Founded in 1983 for the home of Metallica, Megaforce Records has released pioneering albums from the above and also Warren Haynes, The Disco Biscuits, S.O.D., Anthrax and more, selling over 25 million albums worldwide. Its sister company, MRI, operates a substantial distribution network and has released albums by Andrew Bird, Robert Randolph, Fiery Furnaces, Medeski Martin & Wood, and more.

**About IRIS Distribution:** IRIS is the leading digital distribution company dedicated to the successful marketing and promotion of prominent independent music and video catalogs. Founded in 2003, IRIS provides a comprehensive suite of technical, marketing and legal services to independent record labels and physical distributors, helping them to navigate the emerging digital marketplace. For more information, visit [www.irisdistribution.com](http://www.irisdistribution.com).

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