

DATE: JUNE 4, 2013

ROCKSTAR ENERGY UPROAR FESTIVAL
ANNOUNCES 'COLDCKOCK HERBAL WHISKEY SHOWCASE STAGE'
FOR AUGUST 9-SEPTEMBER 15 NORTH AMERICAN TREK



The fourth annual **Rockstar Energy UPROAR Festival** has added a third stage for most dates of the 2013 trek. The **COLDCKOCK Herbal Whiskey Showcase Stage powered by Ernie Ball** will feature performances from breaking talent including **The Dead Daisies**, **Beware Of Darkness**, **Charming Liars** and more bands to be announced soon. The touring rock music and lifestyle festival will travel across North America from August 9 through September 15, 2013.

A free 4-song EP download from **The Dead Daisies** is available on the **UPROAR** website www.rockstaruproar.com/dead-daisies-dl/ now. Entitled Man Overboard, the EP (Spitfire Music) features tracks from their upcoming release. Also look out for the band's first single on iTunes "Lock'N'Load," co-written by and featuring **The Dead Daisies'** vocalist Jon Stevens and iconic guitarist Slash. **The Dead Daisies** are vocalist Jon Stevens (Noiseworks, INXS), lead guitarist Richard Fortus (Guns N' Roses, Thin Lizzy), rhythm guitarist David Lowy (Mink, The Angels), bassist Marco Mendoza (Thin Lizzy, Ted Nugent, Whitesnake), drummer Charley Drayton (Divinyls, Cold Chisel), and keyboardist Dizzy Reed (Guns N' Roses). Check out the band's website at: www.thedeaddaisies.com.

Los Angeles-based rock band **Beware of Darkness** recently made their network television debut on Conan. The three-piece tore through their loud, bold, blues-rock single "Howl," a song that's climbing into the Top 15 at Active Rock Radio and is the lead track off their long-awaited debut album Orthodox, released May 7 via Bright Antenna Records.

London's **Charming Liars** recently finished recording their debut album with producers Bob Rock (Metallica, Aerosmith, Mötley Crüe) and John Fields (Andrew WK, Switchfoot, Jimmy Eat World). Look for the disc to be released via the Caroline/Capitol Music Group this summer. Leading up to the CD release, **Charming Liars** have released the song "Break Away" and their first official music video for lead single "New Disorder."

"**COLDCKOCK Herbal Whiskey** supports musicians, and the **Rockstar Energy UPROAR Festival** is the perfect venue to launch this one of a kind new spirit. With the addition of the **COLDCKOCK Showcase Stage**, ticket holders will be able to experience even more of their favorite bands and hopefully get to taste herbal whiskey for the first time," says **Rick Zeiler**, Founder of **COLDCKOCK Herbal Whiskey**.

The fourth annual **Rockstar Energy UPROAR Festival** will include a stellar lineup of multiplatinum superstars and breaking talent, featuring **Alice In Chains**, also with **Jane's Addiction**. These seminal alternative rock bands will be joined by **Coheed and Cambria** and **Circa Survive** on the Rockstar Energy Main Stage. The Ernie Ball Festival Stage will host performances from **Walking Papers** (featuring Duff McKagan), **Middle Class Rut**, **New Politics**, **Danko Jones**, **Chuck Shaffer Picture Show** and the local Ernie Ball Battle Of The Bands winner in each market.

Tickets for **Rockstar Energy UPROAR Festival** shows and are affordably priced between \$10.25 and \$89.75 (plus fees) and most shows are on sale now at www.RockstarUPROAR.com and LiveNation.com.

Please see below for a list of all **Rockstar Energy UPROAR Festival** tour dates, cities and venues. Shows include all three stages unless indicated otherwise.

<u>Date</u>	<u>Market</u>	<u>Venue</u>
Fri 9-Aug	Scranton, PA	Toyota Pavilion at Montage Mountain
Sat 10-Aug	Hartford, CT	The Comcast Theatre
Sun 11-Aug	Darien Center, NY	Darien Lake Performing Arts Center +
Tue 13-Aug	Saratoga Springs, NY	Saratoga Performing Arts Center
Wed 14-Aug	Mansfield, MA	Comcast Center
Fri 16-Aug	Bristow, VA	Jiffy Lube Live
Sat 17-Aug	Holmdel, NJ	PNC Bank Arts Center
Sun 18-Aug	Wantagh, NY	Nikon at Jones Beach Theater +
Tue 20-Aug	Toronto, ON	Molson Canadian Amphitheatre
Thu 22-Aug	Tinley Park, IL	First Midwest Bank Amphitheatre
Fri 23-Aug	Noblesville, IN	Klipsch Music Center
Sat 24-Aug	Clarkston, MI	DTE Energy Music Theater
Tue 27-Aug	Oklahoma City, OK	Zoo Amphitheater +
Wed 28-Aug	Dallas, TX	Gexa Energy Pavilion
Thu 29-Aug	The Woodlands, TX	Cynthia Woods Mitchell Pavilion * +
Sat 31-Aug	Albuquerque, NM	Isleta Amphitheatre
Sun 1-Sept	Denver, CO	Fiddler's Green Amphitheatre
Mon 2-Sept	Salt Lake City, UT	USANA Amphitheatre
Thu 5-Sept	Nampa, ID	Idaho Center Amphitheater
Sat 7-Sept	George, WA	The Gorge
Sun 8-Sept	Ridgefield, WA	Sleep Country Amphitheater
Wed 11-Sept	Mountain View, CA	Shoreline Amphitheatre
Fri 13-Sept	Phoenix, AZ	Desert Sky Pavilion
Sat 14-Sept	Chula Vista, CA	Sleep Train Amphitheatre
Sun 15-Sept	Irvine, CA	Verizon Wireless Amphitheater

* Main Stage bands only

+ Show does not include COLDCOCK Herbal Whiskey Showcase Stage

The **Rockstar Energy UPROAR Festival** is made possible through the support of sponsors including Rockstar Energy Drink, Ernie Ball Guitar Strings, Zippo Lighters, Schecter Guitar Research, Air Force Reserve, truth® Youth Smoking Prevention Campaign, SQUATCH, Matador Beef Jerky, and Lunarpages.

www.RockstarUPROAR.com
www.facebook.com/RockstarUPROAR
<https://twitter.com/rockstaruproar>
www.youtube.com/user/RockstarUPROAR

About Rockstar Energy UPROAR Festival

The Rockstar Energy UPROAR Festival is produced by John Reese and John Oakes of Synergy Global Entertainment (SGE), CAA's Darryl Eaton and Ryan Harlacher and Live Nation's Perry Lavoisne. Since its inception in 2010, the touring festival's attendance continues to grow, with nearly 300,000 in attendance for the 2012 trek. SGE is one of the world's premier music festival production companies. With hundreds of live events worldwide each year, SGE works with agencies, brands and musical talent to produce or co-produce concerts across various genres and interests.

About COLDCOCK Herbal Whiskey and Zeiler Spirits:

Established in 2012 and based in San Diego, California, Zeiler Spirits LLC is the producer of COLDCOCK Herbal Whiskey. Zeiler Spirits was founded by liquor and entertainment industry veterans, musicians and action sports athletes who have collectively created some of the world's most exciting lifestyle events and cross promotions. COLDCOCK is three-year-aged American bourbon infused with a variety of herbs including green tea, hibiscus, ginger, cinnamon and ginkgo. Zeiler Spirits plans to launch COLDCOCK Herbal Whiskey in Q4 of 2013 in key markets throughout the United States. Suggested retail price for COLDCOCK Herbal Whiskey is \$19.99 for a 750ml bottle. For more information, visit: www.coldcockspirits.com or email info@zeilerspirits.com.

About Ernie Ball

In 1962, veteran player and teacher Ernie Ball created Slinkys®, the iconic light gauge electric guitar strings widely revered by hundreds of guitar greats including Jimi Hendrix, Eric Clapton, Keith Richards, Jimmy Page, The Edge and John Mayer. In addition to hand crafting high-end Music Man® guitars and basses, Ernie Ball Inc. offers state-of-the-art instrument accessories that are carried in more than 6,000 stores in the U.S. and 110 countries worldwide. The family-run company maintains its founder's dedication to preserving the musician's playing experience and delivering superior sound quality through the development of new products, such as the revolutionary Element Shield Packaging which hermetically seals guitar strings keeping each set as fresh as the day they were made. The company also fosters artist development through musician-focused programs such as the Golden Pick promotion featuring Slash and Eric Clapton, and the world's largest and longest running Battle of the Bands, where unsigned bands compete each year for the chance to play on multiple tours and win tons of prizes. Visit them online at www.ernieball.com.

About Live Nation Entertainment

Live Nation Entertainment is the world's leading live entertainment company comprised of four market leaders: Ticketmaster.com, Live Nation Concerts, Artist Nation Management and Live Nation Media/Sponsorship. For additional information, visit www.livenation.com/investors.

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