



Thousand Foot Krutch

The End Is Where We Begin

Overview

Since the Toronto rock band's worldwide launch in 2003, listeners have felt a connection to lead singer Trevor McNeven, drummer Steve Augustine, and bassist Joel Bruyer's unique approach to music. With five successful projects under their belts, "The End Is Where We Begin" is the band's first independent release.

Marketing/Selling Points

- Focus on both mainstream & Christian markets
- Participating in the RED tour Feb & March '12
- Songs from CD will be included in ESPN features, College Hoops in Feb & March, NASCAR & WWE commercials for April & May
- 2 music videos in production, with Feb & March releases expected
- Social media marketing geared toward their 505,000 Facebook fans & 22000 Twitter followers
- Interline strategy to get music into Youth Leaders hands in Feb reaching 50,000 youth
- Thousand Foot Krutch has sold over 816,000 albums and 1.1 million digital tracks over their career, with 44,000 CDs sold in 2011.

In Store Date: 4/17/12

Format: CD

UPC: 669447004011

SRP: \$12.99

Genre: CPMWXX

Track Listing

1. Intro
2. We Are
3. Light Up The Sky
4. The End Is Where We Begin
5. Sparks Fly
6. I Get Wicked
7. Be Somebody
8. This Is A Warning Intro
9. Courtesy Call
10. War Of Change
11. Down
12. All I Need To Know
13. Fly On The Wall
14. So Far Gone
15. Finale

Radio Single

"Be Somebody" released to CHR radio Feb 3rd. "Let The Sparks Fly" & "Light Up The Sky" will also be released to Active Rock, Rock & Alternative formats.

Top Markets

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|---------------------------|--------------------------|
| Dallas-Ft. Worth, TX | Kansas City, KS-MO |
| Los Angeles, CA | Indianapolis, IN |
| Seattle-Tacoma, WA | Minneapolis-St. Paul, MN |
| GrndRpds-Kimzo-Bttle Crk | Chicago, IL |
| Harrsbrg-Yrk-Lncstr-Lbnon | Boston, MA |