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For Immediate Release

**The 5th Annual ROCKSTAR ENERGY DRINK MAYHEM
FESTIVAL Announces Best Lineup to Date**



ROCKSTAR ENERGY DRINK MAYHEM FESTIVAL ANNOUNCES LINE UP

MAIN STAGE Artists include:

SLIPKNOT

SLAYER

A Very Special Guest to Be Announced on March 5, 2012

And a Rotation of:

AS I LAY DYING

THE DEVIL WEARS PRADA

ASKING ALEXANDRIA

ANTHRAX WILL HEADLINE THE UPGRADED JAGERMEISTER STAGE

**WORLD'S LARGEST TOURING HEAVY MUSIC FESTIVAL IS BACK FOR FIFTH
YEAR**

GET OFF YOUR ASS PRE-SALE BEGINS FRIDAY, APRIL 6TH

HARD ROCK & METAL FESTIVAL KICKS OFF ON JUNE 30, 2012

ROCKSTAR ENERGY DRINK MAYHEM FESTIVAL, the world's largest touring heavy music festival is back for its fifth year, assaulting the senses of United States heavy metal music fans. The **ROCKSTAR ENERGY DRINK MAYHEM FESTIVAL** is proud to announce this summer's artists. The main stage will be our strongest ever with the headlining slot occupied by multi-platinum Iowa legends **SLIPKNOT**. Next up will be legendary thrash metal kings **SLAYER** and then a major special guest will be playing in the third slot whom will be announced on March 5th. The main stage will also spotlight a ferocious mix of today's best artists in a rotation, including **THE DEVIL WEARS PRADA, AS I LAY DYING and ASKING ALEXANDRIA**. In 2012 the tour has upgraded the production on the festival stage and this year the **JAGERMEISTER STAGE** will feature a special headline set by metal masters **ANTHRAX** supported by a rotation of **THE DEVIL WEARS PRADA, AS I LAY DYING and ASKING ALEXANDRIA**, along with **WHITECHAPEL, HIGH ON FIRE** and the **JAGERMEISTER** opener. *Please note that bands may vary per market.*

The **ROCKSTAR ENERGY DRINK MAYHEM FESTIVAL** will make a 26 date trek across the U.S. beginning on June 30th at the San Manuel Amphitheater in San Bernardino, California. GET OFF YOUR ASS Pre-sale tickets go on sale Friday the 6th of April, 2012. Tune in to www.rockstarmayhemfest.com and www.livenation.com for up-to-date ticketing information.

Corey Taylor of Slipknot says *"You knew we'd be back. Now, you know we're coming. This will be a tour people will scarcely want to miss. It will definitely be a show to remember. Can't wait to see the states again from behind a mask."*

Slipknot's, Clown states *"Slipknot is headlining this summer's Mayhem festival and it's going to be unlike anything you've ever felt, sensed, or seen. You miss this, you miss everything. Everyone seems to think that there's a chance we're gonna go away. This is the farthest thing from the truth. Stay sic and don't ever judge us."*

"Mayhem 2012 might just be the last and greatest metal festival before the world ends!! So wreak havoc and go out in style!!" adds Tom Araya of Slayer.

Slayer's Kerry King comments *" We can't wait to get rolling on Mayhem 2012! Been 3 years since we played it last, and it's gonna be brutal!!! You can't go wrong with Slayer and Slipknot, pure fucking mayhem!!!!"*

The 5th annual **ROCKSTAR ENERGY DRINK MAYHEM FESTIVAL** will also feature **ROCKSTAR METAL MULISHA JUMP TEAM**, on select dates.

ROCKSTAR ENERGY DRINK MAYHEM FESTIVAL is produced by Rockstar Taste of Chaos organizer John Reese, Vans Warped Tour founder Kevin Lyman, Live Nation, and Creative Artists Agency. The team has made the **ROCKSTAR ENERGY DRINK MAYHEM FESTIVAL** a standout on the summer concert circuit by following the proven model of utilizing sponsorship to deliver a lower ticket price and an enhanced concert experience. This year sees them joining forces once again with **ROCKSTAR ENERGY DRINK** as the title sponsor.

"Metal is ALIVE and WELL in 2012," states tour producer John Reese. "The fifth year of Rockstar Mayhem Festival will have a massive lineup that will set heavy music fans ears blazing!"

"Some years it all comes together, from top to bottom and this years ROCKSTAR MAYHEM lineup is going to bring it!" adds tour producer Kevin Lyman.

In 2008, the **ROCKSTAR ENERGY DRINK MAYHEM FESTIVAL** bulldozed onto the scene and quickly made itself known as the preeminent summer destination for the hard rock and metal community. **ROCKSTAR ENERGY DRINK MAYHEM FESTIVAL** boasts the most powerful artist line-ups in heavy music. Artists who have performed on the **ROCKSTAR ENERGY DRINK MAYHEM FESTIVAL** have included hard music legends *SLAYER, SLIPKNOT, KORN, ROB ZOMBIE, DISTURBED, GODSMACK, MEGADETH, LAMB OF GOD, MARILYN MANSON, MACHINE HEAD, IN FLAMES, TESTAMENT, HATEBREED, CANNIBAL CORPSE, BULLET FOR MY VALENTINE, MASTODON, FIVE FINGER DEATH PUNCH, KILLSWITCH ENGAGE, KINGDOM OF SORROW, DETHKLOK* and many more. All have pummeled the stage, while delivering the intensity and heaviness that fans have grown to expect year after year.

See below for all current tour dates.

ROCKSTAR ENERGY DRINK MAYHEM FESTIVAL 2012 TOUR DATES:

6/30/2012	San Bernardino, CA	San Manuel Amphitheater
7/1/2012	San Francisco, CA	Shoreline Amphitheater
7/3/2012	Seattle, WA	White River Amphitheater
7/4/2012	Boise, ID	Idaho Center Amphitheater
7/6/2012	Phoenix, AZ	Ashley Furniture Home Store Pavilion
7/7/2012	Albuquerque, NM	Hard Rock Casino Albuquerque Presents
7/8/2012	Denver, CO	Comfort Dental Amphitheatre
7/10/2012	Dallas, TX	Gexa Energy Pavilion
7/11/2012	Houston, TX	Cynthia Woods Mitchell Pavilion
7/13/2012	Tampa, FL	1-800-Ask-Gary Amphitheatre
7/14/2012	Atlanta, GA	Aaron's Amphitheatre at Lakewood
7/15/2012	Indianapolis, IN	Klipsch Music Center
7/18/2012	Oklahoma City, OK	Zoo Amphitheatre
7/20/2012	St. Louis, MO	Verizon Wireless Amphitheater
7/21/2012	Chicago, IL	First Midwest Bank Amphitheatre
7/22/2012	Detroit, MI	DTE Energy Music Theatre
7/24/2012	Cincinnati, OH	Riverbend Music Center
7/25/2012	Cleveland, OH	Blossom Music Center

7/27/2012	Philadelphia, PA	Susquehanna Bank Center
7/28/2012	Pittsburgh, PA	First Niagara Pavilion
7/29/2012	Washington, DC	Jiffy Lube Live
7/31/2012	Saratoga Springs, NY	Saratoga Performing Arts Center
8/1/2012	Buffalo, NY	Darien Lake PAC
8/3/2012	Boston, MA	Comcast Center
8/4/2012	Scranton, PA	Toyota Pavilion
8/5/2011	Hartford, CT	The Comcast Theatre

For more information on the **ROCKSTAR ENERGY DRINK MAYHEM FESTIVAL**, visit www.rockstarmayhemfest.com.

Rockstar is the world's most powerful energy drink, available in 19 flavors and 25 countries!

“ROCKSTAR is the world's most powerful energy drink. Enhanced with the potent herbal blend of Guarana, Ginkgo, Ginseng and Milk Thistle, ROCKSTAR is 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 nineteen amazing flavors: Original, Sugar Free, Zero Carb, Recovery Lemonade, Recovery Grape, Recovery Orange, Energy Cola, PerfectBerry, 2X, Xduration, Coconut Water, Tropical Punched, Punched Citrus, Juiced Mango Orange Passion Fruit, Juiced Guava, Juiced Pomegranate, Roasted Mocha, Roasted Latte, and Roasted Light Vanilla.

ROCKSTAR ENERGY DRINK is available at convenience and grocery retail outlets across the United States, Australia, Baltics, Belgium, Canada, Czech Republic, Denmark, Finland, France, Poland, Germany, Greece, Ireland, Japan, Mexico, New Zealand, Norway, Slovakia, South Africa, Spain, Sweden, Switzerland, The Netherlands, the United Arab Emirates, and throughout the United Kingdom.

ROCKSTAR ENERGY DRINK supports the active Rockstar lifestyle. In Surf, Skate, Snow, MX, BMX, Off-Road, MotoGP, Rally, Wake, MMA, Bull Riding, Bands, DJs, and Live Music.”

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