

# Ladytron

## VELOCIFERO

The title of Ladytron's 4th full-length release literally means "bringer of speed". VELOCIFERO is the follow-up to 2005's critically acclaimed *Witching Hour*, whose release launched sold-out tours across North America and an opening slot for Nine Inch Nails in early 2007 at the request of Trent Reznor himself.

Produced by Ladytron with assistance from Vicarious Bliss (Ed Banger Records) and Alessandro Cortini (Nine Inch Nails), and mixed by Michael Patterson (Beck, P. Diddy, BRMC), VELOCIFERO fully transcends the confines of electro-pop with a fresh wave of distorted soul. Mira and Helen—whose disparate vocal styles already provide considerable depth—have evolved both as musicians and songwriters, lending provocative harmonies to songs like "Runaway" and "I'm Not Scared."

With a full slate of European and North American tour dates planned for early summer—including the Bonnaroo Festival in June—audiences will have ample opportunity to take in Ladytron's synthesis, and see for themselves how the group has redefined the genre they helped establish.



### TRACK LISTING

- |                       |                         |
|-----------------------|-------------------------|
| 1 Black Cat           | 8 They Gave You A Heart |
| 2 Ghosts              | 9 They Gave You A Name  |
| 3 I'm Not Scared      | 10 Predict the Day      |
| 4 Runaway             | 11 The Lovers           |
| 5 Season of Illusions | 12 Deep Blue            |
| 6 Burning Up          | 13 Tomorrow             |
| 7 Kletva              | 14 Versus               |

### SELLING POINTS

- 50,000 units sold on 2005's *Witching Hour* (80% of sales were physical)
- Confirmed exclusive features with major portal websites Myspace, AOL, and Yahoo! Music
- Confirmed online features on AOL, Yahoo! Music, Pitchfork, Nylon.tv, Myspace, Spin, Allmusic.com, Daytrotter, Filter.com
- Confirmed print features in *Nylon*, *Mean Street*, *Planet*, *Paste*, *URB*
- Filter street marketing in top 10 major markets throughout the summer (April - July), including album release parties, video servicing, and single and remix servicing to clubs and retail
- Headlining tour w/ *Datarock* throughout May and June, and Bonnaroo appearance in June
- Sansa Fuze MP3 player promo March through June – song on 100k microSD cards distributed to customers and promoted in Best Buy, Wal-Mart, Target, Circuit City, Radio Shack
- Quicksilver/Roxy featured artist May/June, inclusion in the in-store audio program at 50 US retail stores, on DVD releases, and in email blasts
- American Eagle Outfitters spotlights artist April/May, targeting 20 million online and videos into the video loop of their 900+ retail stores nationwide.
- Retail partner tie-ins to play and promote the album including Urban Outfitters, Diesel, American Apparel, Quicksilver/Roxy, and American Eagle
- Free "Ghosts" ringtone campaign online and via street promotion May/June/July

### PUBLICITY

#### CONFIRMED FEATURES:

- *Mean Street* (May) • *Nylon* (June/July)
- *Venus* (Summer) • *Planet* (Summer)
- *Remix* (June) • *URB* (May/June)
- *Under the Radar* (Dec/Jan)

#### CONFIRMED CD REVIEWS:

- *CMJ Music Monthly* (April/May)
- *Under the Radar* (Summer)
- *BITCH* (June) • *Maja* (June)
- *Paste* (June) • *YRB* (June)

#### CONFIRMED NEWS STORIES:

- *Aversion.com* (11/13)
- *Billboard.com* (11/12; exclusive)
- *CMJ.com* (11/13)
- *Filter.com* (11/12)
- *IGN.com* (11/12)
- *LATimes.com* (11/12)
- *XLR8R* (Jan/Feb)
- *Pitchfork.com* (11/13 & 1/8)
- *SPIN.COM* (11/13 & 2/8; exclusive)
- *UR CHICAGO* (December)

### ADVERTISING

- PRINT ads: *Nylon* (June/July Music Issue), *Under the Radar* (Fall), *Filter* (June) and *BPM* (June/July)
- ONLINE ads: targeted media buys on Google and Facebook (May through July), LA Weekly Digi Jukebox (June), and various music sites including Big Stereo, Brooklyn Vegan, Music For Robots, and Pitchfork (June/July/August)

### ONLINE MARKETING

Official website: [www.ladytron.com](http://www.ladytron.com)  
Fan Club: 30k Members

- Artist profiles and official blogs at Myspace, Facebook.com, Imeem, Purevolume, iLike, Indie911, Last.fm
- Free MP3 Viral promotion begins April 1st with "Black Cat"
- Viral promotion of 30 second animated video clips of 4 songs released biweekly leading up to release date

### RADIO

- April: Service "Ghosts EP"  
- Ghosts single plus a collection of remixes
- May: Service full album to all album formats: College, Specialty, AAA non comm

#### PAST SUPPORTERS INCLUDE:

- KCRW/LA
- Indie 103/LA
- KITS/SF
- 91X/San Diego
- KBZT/San Diego
- KEXP/Seattle
- KNRK/Portland
- KROX/Austin
- KUT/Austin
- KWOD/Sacramento
- WWCD/Columbus
- WFUW/New York
- WEQX/Albany

### VIDEO

Video for "Ghosts," directed by Joseph Kahn, to be serviced early April to retail, television and online.

### TOP 12 MARKETS

- Los Angeles
- San Francisco
- Chicago
- DC
- Portland, OR
- Denver
- New York
- Seattle
- Boston
- San Diego
- Philadelphia
- Minneapolis

### TOUR DATES

\*ALL HEADLINING, PLUS BONNAROO FESTIVAL

- MAY-08 EDMONTON, AB THE STARLITE ROOM
- MAY-08 CALGARY, AB THE WAREHOUSE
- MAY-08 VANCOUVER, BC COMMODORE BALLROOM
- MAY-08 SEATTLE, WA SHOWBOX
- MAY-08 PORTLAND, OR WONDER BALLROOM
- MAY-08 SAN FRANCISCO, CA FILLMORE
- MAY-08 LOS ANGELES, CA HENRY FONDA
- MAY-08 LOS ANGELES, CA HENRY FONDA

- MAY-08 SAN DIEGO, CA THE BELLY UP
- JUN-08 SALT LAKE CITY, UT IN THE VENUE
- JUN-08 DENVER, CO THE GOTHIC
- JUN-08 DALLAS, TX PALLADIUM BALLROOM
- JUN-08 AUSTIN, TX STUBBS
- JUN-08 HOUSTON, TX MERIDIAN
- JUN-08 NEW ORLEANS, LA HOUSE OF BLUES
- JUN-08 ORLANDO, FL CLUB FIRESTONE
- JUN-08 TAMPA, FL CZAR
- JUN-08 MIAMI, FL STUDIO A

- JUN-08 ATLANTA, GA VARIETY PLAYHOUSE
- JUN-08 MANCHESTER, TN BONNAROO FESTIVAL
- JUN-08 ST. LOUIS, MO THE PAGEANT
- JUN-08 CHICAGO, IL VIC THEATER
- JUN-08 DETROIT, MI ST. ANDREW'S HALL
- JUN-08 NEW YORK, NY TERMINAL 5
- JUN-08 PHILADELPHIA, PA THEATER OF LIVING ARTS
- JUN-08 BALTIMORE, MD SONAR
- JUN-08 WASHINGTON, DC 9:30 CLUB
- JUN-08 BOSTON, MA PARADISE



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