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For Immediate Release

Backstage Artist Lounge™ Tour at Pointfest for the 5th Year in a Row

Backstage Artist Lounge™ Tour presented by Wicked Audio and CREAM hosted Pointfest's backstage artist hospitality for Korn, Papa Roach, Sevendust, Hollywood Undead, 10 Years, Finger Eleven, Sickpuppies and Alter Bridge.

May 20th (*St. Louis*)- Backstage Artist Lounge™ Tour returned to KPNT 105.7 The Point's Pointfest for the 5th year in a row, rocking backstage where performing bands got hooked up with cool gear from Wicked Headphones, CREAM, Line 6, Kabang Energy Candy (*pictured right with Fieldy of Korn*), Hoodie Buddie, Ksino Apparel, Pet Head, Bella Voda Water, The Men Pen, Guitaritup.com, GBMC, aGuitaritupforgirls.com, Love Gone Apparel, Rockstar Tattoos, Rock Revival, Rock On, Screaming O, Cold Steel, Recycle-a-flask, Dirtee Hollywood, Xzavier Clothing, Clint's Cigars, Negris Lebrum, Justin's Nut Butter, Magnets.com, Think-a-lot Toys, InTune Guitar Picks, CustomizedStickers.com, Malia Salon of St Louis and Manic Panic.



29 bands in total performed at the Verizon Wireless Amphitheatre, despite rainy weather. "It was the coldest tour date of my life," described BAL host Christina Outlaw, "but the show must go on, including backstage." Backstage with bands like Korn and Papa Roach, Christina showed the artists around to check out everything from Line 6's dream rig to frozen drinks topped with alcohol infused flavored whipped CREAM.

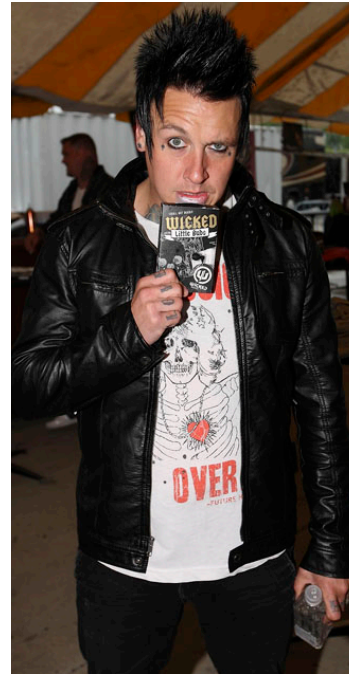
With so many talented bands in the 1-day line-up, it was non-stop action in Backstage Artist Lounge: Pop Evil picked out goodies from Pet Head for their dogs. Alter Bridge received headphones and earphones by Wicked Audio. Hollywood Undead got crazy hair extensions by Manic Panic from the hair stylists of Malia Salon. 10 Years' guitarist received a new set of practice axes from Cold Steel. Sevendust looked great in Ksino Apparel. Guitaritupforgirls.com and Love Gone Apparel gifted the two female rockers in the line-up, Jeanne of All That Remains and Emma of Sickpuppies. Jonathan Tyler and the Northern Lights hung out in Backstage Artist Lounge and so did Adelita's Way. Finger Eleven loved the hoodies with iPod docking station in the pocket and drawstring earphones, Hoodie Buddie!

Backstage Artist Lounge boasted a guitar-shaped piñata full of Kabang Energy Candy—flavors including cherry, watermelon, grape, and apple. Hollywood Undead threw the piñata out into the audience from stage at the end of their set and the crowd went wild for Kabang!!!

Wicked Audio was also a hit with the audience as giant Wicked Audio banners were displayed in the amphitheater for the approximately 20,000 fans to be exposed to the Wicked Audio brand.

Throughout the day BAL was actively posting on Facebook and Twitter with fans that were at Pointfest commenting on the posts! Videos from the event have been posted on The Backstage Artist Lounge™ youtube channel www.youtube.com/cmartrocks. All tour season long BAL will be posting on all social media sites to keep fans updated on what's going on with their favorite bands backstage.

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Top Left: Member of Korn with Kabang Energy Candy. Top Center: Emma of Sick Puppies with Love Gone Apparel. Top Right: Jacoby of Papa Roach with Wicked Audio. Bottom Left: Member of Finger Eleven with Line 6. Bottom Center: Member of Pop Evil with Xzavier Clothing. Bottom Right: Mark of Sick Puppies with Christina wearing Negris Lebrum Sunglasses for www.NoBullyHere.com



Top Left: Member of Finger Eleven with Rock On. Top Right: Member of Hollywood Undead wearing Dirtee Hollywood. Bottom Left: Guitarist of 10 Years drinking Bella Voda Water. Bottom Right: Lead Singer of Sevendust wearing HoodieBuddie.

About Backstage Artist Lounge™ Tour BAL tours major concert festivals across North America and abroad. Backstage Artists Lounge integrates top brands with famous bands. Now in year 5, BAL marries innovation in marketing with new solutions for the music industry. Guests of Backstage Artists Lounge to date include Godsmack, Alice In Chains, Avenged Sevenfold, The Killers, Stone Temple Pilots, Chevelle, Breaking Benjamin, Mudvayne, Papa Roach, Taking Back Sunday, Staind, Seether, Wolfmother, Linkin Park, Three Days Grace, Offspring, Buckcherry, Saliva, Flyleaf, Jet, and *many* more.

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Left: Lead Singer of Adelita's Way wearing Dirtee Hollywood. Center: Drummer of Sickpuppies wearing GBMC (Gentlemen's Beard & Mustache Coalition) Apparel. Right: Morgan the Drummer of Sevendust wearing Wicked Headphones.