



SHARPTONE
YOUR MUSIC. YOUR LIFE.

FAST FORWARD

New Release Information ▶▶ **March**

EMMURE Look At Yourself

Release Date
▶▶ **03/03/2017**

Pre-Order Start
▶▶ **13/01/2017**

EMMURE
LOOK AT YOURSELF

- ▶▶ **LIMITED CD DIGIPAK available**
- ▶▶ **LP BLACK VINYL in Gatefold available**
- ▶▶ **LP WHITE VINYL in Gatefold available**
- ▶▶ watch out ads in all important music magazines JAN 2017
- ▶▶ advertising in many important music magazines FEB 2017
- ▶▶ album reviews, interviews in all important Metal magazines in Europe's FEB/MAR 2017 issues
- ▶▶ song placements in European magazine compilations
- ▶▶ spotify playlists in all European territories
- ▶▶ retail marketing campaigns
- ▶▶ instore decoration: flyers, poster A1
- ▶▶ Official You Tube Video single "Torch":
- ▶▶ Official You Tube Audio Stream "Russian Hotel Aftermath"
- ▶▶ Facebook, YouTube, Twitter, Google+ organic promotion
- ▶▶ Facebook ads and promoted posts + Google ads in both the search and display networks, Bing ads and gmail ads (tbc)
- ▶▶ Banner advertising on more than 60 of the most important Metal & Rock websites all over Europe
- ▶▶ additional booked ads on Metal Hammer Germany and UK, and in the Fixion network (mainly Blabbermouth)
- ▶▶ video and pre-roll ads on YouTube
- ▶▶ ad campaigns on iPhones for iTunes and Google Play for Androids
- ▶▶ banners, featured items at the shop, header images and a background on nuclearblast.de and nuclearblast.com
- ▶▶ features and banners in newsletters, as well as special mailings to targeted audiences in support of the release



Price Code: CD03



Price Code: CD04



Price Code: LP15



Price Code: LP16



Territory: **ALBUM**
(Various)



A COMEBACK AS BRUTAL AS IT CAN POSSIBLY BE

People talk about possessing a drive to succeed. But how badly do most of them really want it? EMMURE captures the sound and spirit of what it's like to fight for one's vision.

There's no feigned sophistication, no phoned-in sloganeering, and no calculated drama with EMMURE. This is barebones, punishing, death metal-flavored metallic hardcore, driven by the catchiest rhythmic bounce of Active Rock radio's golden age of nu-metal.

Frankie Palmeri has no patience left for gossip, rumors, or half-truths. It really doesn't matter what gets said about the band the frontman has led through good times and bad, because the music of EMMURE presents a swift, decisive answer. Since 2003, the Queens, New York native has watched EMMURE grow from an idea into an international institution. EMMURE carries the torch for heavy music and the hardcore scene's most celebrated abrasive edge, with a truth-telling bravado and an outsider's angry disdain for bullshit. Simply put, the band blasts upon all scene fakery with full-on fury.

»Look At Yourself« represents a coming of age for EMMURE, a new chapter in an aggressive autobiography that stretches back to the band's very first album, released when Palmeri was barely out of his teens. It's infused with a brutal self-examination and observation, balancing hate, bile and perseverance, with the tempered

experience of a life spent in pursuit of self-reliance and respect, from within and without. It's expressed in a crushing cacophony of riffs that never fail to super-serve the forward-motion groove of EMMURE.

Like the firebrand rabble-rousers from the gritty streets of New York's hardcore and hip-hop scenes who came before them, EMMURE's confrontational music will captivate and sometimes even elevate listeners without sacrificing authenticity. EMMURE are students of the mind-blowing percussive chaos of SLIPKNOT, the hard-won personalized musical struggle at the heart of KORN, and the angry pop-crossover confidence of LIMP BIZKIT.

The band has become a cornerstone of the heavy music scene, featured as a prominent act on each of the most relevant tours and festivals in North America and Europe, including "Vans Warped Tour", "Rockstar Mayhem", and "Ozzfest meets Knotfest". They've traveled the globe with their contemporaries and peers in bands like FIVE FINGER DEATH PUNCH, KILLSWITCH ENGAGE, AUGUST BURNS RED, PARKWAY DRIVE, and WE CAME AS ROMANS.

EMMURE initially burst onto the heavy music landscape with a trio of banger albums released in quick succession over as many years: »Goodbye To The Gallows« (2007), »The Respect Issue« (2008), and »Felony« (2009). At a ridiculously impressive break-neck pace, EMMURE built a celebrated catalog, rounded out in quick succession by »Speaker Of The Dead« (2011), »Slave To The Game« (2012), and »Eternal Enemies« (2014). »Look At Yourself« offers a bold look toward the future, even as it takes stock of the past and present.

The band does more than spit out fire and churn out venomous riffs onstage. They conjure a specific energy, moving a crowd, creating a communal energized feeling. EMMURE's music is the sound of perpetual motion. Like a shark, the songs keep moving. There's no "softening" of the sound, no compromise, no explorations of experimental garbage. EMMURE has been refined, but without sacrificing their aggressive thunder.

▶▶ Tracklists:

DIGI / CD:

01. You Asked For It
02. Shinjuku Masterford
03. Smokey
04. Natural Born Killer
05. Flag Of The Beast
06. Ice Man Confessions
07. Russian Hotel Aftermath
08. Call Me Niimb
09. Major Key Alert
10. Turtle In A Hare
11. Torch
12. Derelict
13. Gucci Prison

LP (140g, 33 RPM):

- Side A
01. You Asked For It
 02. Shinjuku Masterford
 03. Smokey
 04. Natural Born Killer
 05. Flag Of The Beast
 06. Ice Man Confessions
- Side B
01. Russian Hotel Aftermath
 02. Call Me Niimb
 03. Major Key Alert
 04. Turtle In A Hare
 05. Torch
 06. Derelict
 07. Gucci Prison

▶▶ Line-up:

Frankie Palmeri | vocals
Joshua Travis | guitar
Phil Lockett | bass
Josh "Baby J" Miller | drums

www.facebook.com/emmure · www.sharptonerecords.co/artist/emmure
www.twitter.com/emmuremusic

Style: **Metalcore / Deathcore**

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▶▶ **LINKS:**

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„Just when you thought they were out, they strike back. Full force! Frankie Palmeri, hits back. Emmure rises once again. Chills run down your spine when Emmure unleashes hell on their seventh full length. Now that's what we call a resurrection. Not giving a shot and looking straight forward. That's what 'Look At Yourself' is all about. Metal stripped to the essence. Raw, hard and scary. That's what Emmure 2017 is all about!“

ROCK TRIBUNE - B | Stef Maes

„Don't let yourself be tempted to cynicism, that's the trick when listening to the reborn Emmure. On Look at Yourself, the pioneers of the word 'fuck' will suck you into a black vortex full of superfat breakdowns, ominous electronic effects, toxic screams and catchy beats! But at the same moment you get spit out just as hard. Only the way frontman Frankie Palmeri can and should!“

SMASH PRESS - NL

„Emmure is back with new full length Look At Yourself. Frontman Frankie Palmeri leading the charge once again with brutal screams and fierce guitar play. The deathcore band from Queens, New York leaps into a new adventure with merciless intentions. On their 7th album and first for Sharptone Records, they fuse their extreme metal with death metal riffing, metalcore breaks and screams and inventive rap like vocals.“

NEVER MIND THE HYPE - NL | Ingmar Griffioen

„Massive and freak more than before!? Right! Killing technology with understanding for dying world of human behaviour. Sonic violence till the end! New approach to styles where metalcore or deathcore begins! Welcome the new masters EMMURE! To be continued...“

SPARK - CZ | Vlada Triskala

“EMMURE are back angrier than ever, the band is true with pure emotions and will make you feel you're not alone in this world.

»Look at yourself« is a bone crushing album.“

MYROCK - F

“Get ready for 30 minutes of pure modern brutality. A new era for EMMURE, and also new ways to break your neck are on the way!“

OUI FM - F

“An unprecedented piece of violence and inspiration, carelessly oscillating among deathcore rhythms, djent metal riffs, crossover attitude and the hysteric schizophrenia of vocalist Frankie Palmieri, more than ever the harvester of hate made flesh“.

ROCK HARD - ITA | Emanuele Biani

“Emmure returns with full force. The songs are more complex than ever, and it suits the band perfect. Look At Yourself is without doubt the most mature record in Emmures catalogue.“

METAL HAMMER - N | Lars Bremnes

“This brutal and totally angry record will break your teeth and surprise you at the same time. No doubt. So, be aware when this deathcore-bomb explodes“

SCREAM - N | Stig Ødegaard



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