

THE ANSWER

The Rise and Rise of The Answer

"It's all here: fretboard-shredding solos, jet engine vocals, a riff which will propel the internal Beavis and Butthead of anyone with warm blood into devil's horn salutes.

Marvellous." (The Guardian, Oct 2006)

A few months after the release of their successful debut album in the UK, **The Answer** are now unleashing their rock masterpiece "RISE" onto the rest of Europe and worldwide. The UK success of "RISE" is clear to see with it entering the UK Independent album chart at Number 5, Number 8 in the national album rock chart and sales already surging past the 15,000 marker. With superb press accolades such as "**best rock debut of a decade**" (Classic Rock) and "**as fresh and invigorating as any debut album in living memory**" (Kerrang! KKKKK), further additional peer praise from Jimmy Page, David Coverdale and Paul Rodgers, a Kerrang! Award nomination for Best British Newcomer '06 and a recent Classic Rock Awards nomination for 'Album Of The Year' '06 (alongside Muse, Iron Maiden, Wolfmother, Motorhead, Opeth and Cheap Trick), THE ANSWER are trail blazing a path to the top with searing balls out rock 'n' roll.

In Europe, 'Rise' was released on September 25th through PIAS to critical acclaim and has clocked up over 10,000 sales in week one alone. The single 'Under The Sky' is garnering MTV support and radio plays throughout Europe and their infectious sound is clearly starting to make a huge impact. Having previously toured Europe at the beginning of the summer, the band will be returning to headline a massive European tour:

NOVEMBER

15 Gothenburg Sticky Fingers Sweden
16 Stockholm Debaser Sweden
17 Oslo John Dee Norway
19 Malmo KB Sweden
20 Copenhagen Little Vega Denmark
22 Hamburg Logo Germany
23 Berlin Mudd Club Germany
24 Cologne Underground Germany
25 Munich Metropolis Germany
26 Innsbruck Weekender Austria

27 Zurich Hafenkneipe Switzerland

29 Barcelona Apollo 2 Spain

DECEMBER

1 Lisbon Alquimista Portugal
2 Madrid El Sol Spain
3 Bilbao Kafe Antzokia Spain
14 Paris Maroquinerie France
15 Kontich Lintfarbriek Belgium
16 Drachten Iduna
17 Amsterdam Paradiso Holland

Elsewhere in the rest of the world, "RISE" has been released in South Africa (Next Music) and Australia (Alberts/ SonyBMG) and deals are currently being finalized for releases in Japan, South East Asia and China.

Back on home soil The Answer have the small matter of a sold out UK and Irish tour to attend to before jetting off around the world. The 'Let The Good Times Roll' tour runs throughout the whole of October and culminates with a sold out London gig at the Mean Fiddler on November 1st, their biggest headline gig to date.

With 50,000 international album sales expected by Christmas, The Answer are set to become the new breaking international act of 2007.

"The Answer are one of the most promising bands in the UK at the moment."
Kerrang! KKKKK

"The Answer offer a retro sound with screech-tastic vocals and big-hitting guitars."
The Independent

"There's nothing wrong with doing what comes naturally, and nothing seems more natural to The Answer than rock 'n' roll."
Rocksound

"If the devil has all the best tunes then 'Under The Sky' and 'Never Too Late' must be constantly blasting from his iPod."
4/5 The Sun



**ALBERT
PRODUCTIONS**

For more information contact Charlie/Dani (National), Anthea (Regional) and Dan (Online) on 0207 792 9400 or firstname@presscounsel.com