

Updated 01/01/08

# BETTER LUCK NEXT TIME



## BIOGRAPHY

Familiar with the phrase, the boys in \*BETTER LUCK NEXT TIME\* bring you the upbeat, melodic sounds that take them back to their earliest days of heartache and denial. 5 guys who live for the passion of playing pop punk music, meet Brian, Matt Fuzzo, John, Chris, and Joseph.

\*BLNT\* was the vision of 5 young guys taking it back to their roots to deliver the sounds they have grown to love. Based in the LA/Hollywood area of CA, the band has since established a name for themselves.

Eager to be heard, they produced, engineered, and recorded a 4 song demo entirely on their own and quickly got it into the hands of everyone who crossed their path. In late 2005, the band headed back into the studio to record what would soon be the release that would change pop punk as it is today. "THIRD TIME'S A CHARM" broke ground and put the band on the map, introducing underground music fans everywhere to LA's answer to pop punk music.

Catching the attention of such Japanese record labels as CR JAPAN, the band decided to take their music to International territory. "THIRD TIME'S A CHARM" hit Japanese Billboard Top 50 Charts at 19. In October 2006, the band headed overseas to headline @UNITED VOL. 2 - Tokyo's Melodic Attack in Shibuya, Japan at Club Quattro. 5 months later, the band headed back to Japan once again to play PUNKSPRING 2007 packed with 26,000 fans in Tokyo, along side the likes of NOFX, New Found Glory, Allister, The Red Jumpsuit Apparatus, Jimmy Eat World, Dropkick Murphys, The Toy Dolls, Ellegarden, and many more. In 2007, "THIRD TIME'S A CHARM" was declared the best selling foreign punk/emo album of 2006 in Japan.

Whether it be at shows or over the Internet, the guys' attempt to increase their fan base is never-ending. Headlining such venues as the House of Blues Sunset, Knitting Factory, Hard Rock Cafe, Whiskey, Roxy, Key Club, and Troubadour, \*BLNT\* delivers a powerful and energetic performance of crowd participation and appreciation.

In September 2006, the band was chosen as one of the Top 10 Unsigned Bands in CA out of 2,500 by the World Famous KROQ in Los Angeles. They were given the opportunity to open the Inland Invasion and finished 2nd in the running. The band's single "T.G.I. Goodbye" is being played almost on a regular basis on Kat Corbett's Locals Only Show, which airs every Sunday night at 9:00 PM right before Love Line on KROQ.

The band released the follow-up to "THIRD TIME'S A CHARM" in Japan almost a year later. "START FROM SKRATCH" was released on August 25th, 2007 and quickly generated a buzz that was talked about highly both in Japan and in the U.S., as well as Eurpoe. In October, a co-headlining tour with the Mad Caddies was put on to support its release covering such areas of Japan as Tokyo, Osaka, and Nagoya.

Record sales for both albums has surpassed a combined 40,000 worldwide making the band a force to be reckoned with. With a nationwide release for "START FROM SKRATCH" hitting stores on April 15th, 2008, under World Records, the future for the band is brighter than ever. It's no surprise that \*BETTER LUCK NEXT TIME\* has made a mark in the DIY scene, putting them on the Top 10 Charts for pop punk bands on MySpace on a daily basis.

## SALES

- 2,500 pre-order sales (Third Times a Charm) in Japan alone (05/20/06)!!! (10,000 sold by 8/1/06)
- 7,000 pre-order sales (Start From Skratch) in Japan (08/25/07)
- 15,516 Third Time's a Charm sold by 01/01/08 Verifiable by SoundScan
- 25,665 Start From Skratch sold in by 01/01/08 Verifiable by SoundScan
- Ranked in the top 200 (163) on Neilson SoundScan Charts (5/28/06)
- Ranked in the top 100 (94) on Neilson SoundScan Charts (8/26/07)
- Ranked in the top 50 (46) on Neilson SoundScan Charts (09/02/07)
- Start From Skratch hits BEST SELLERS list Tower Records (08/27/07)
- CD Recorded, Produced, and Distributed completely DIY USA
- Start From Skratch Mixed by Ryan Greene (Nofx, Strung Out, No Use For a Name, Lagwagon, Pulley and more) (7/1/07)
- Featured on Twisted TV DVD Vol. 1 (w/ The Vandals, Reel Big Fish Hoobastank, Story of the Year, Lincoln Park and more! – Released by Go Kart! Records) available at Hot Topic, Virgin, and more (4/24/07)
- Featured on Pop Punk Loves You Vol. 3 (w/ MXPX, The Queers and More! – Released by Wynona Records) available everywhere in America, Europe and Japan. (3/14/07)

## STORE NEWS

- In-Store displays: Tower and HMV (the two biggest chains in Japan) buyers like the release so [BLNT](#) will have In-Store displays in most of thier outlets. Some will include full on listening station promo with large photo displays etc.
- Hot Topic Chain loves release, 8000 stickers / 4000 demo CDs given away at 80 Westcoast Hot Topic Stores.
- Mini-CDs: Tower Records to give away 1200 mini-cds with old versions of "T.G.I. Goodbye" and "Broken Silence" on them, to kids that buys the CD.
- Buttons: HMV outlets to give away 500 buttons to kids that buy the CD.
- Stickers: Tower Records Giving away 10,000 Stickers and put up another Display and Listening Demo.
- Tower Records features BLNT at Punk Spring 2007 (Nofx, New Found Glory, Jimmy Eat World etc.) with an on location listening station and backdrop.
- CD sold at Tower Records Int, I-Tunes, SmartPunk, Interpunk and CDBABY.com
- Start From Skratch takes Japan by a storm! Tower Record uses BLNT to market Sunglasses in store.
- Start From Skratch hits #4 best selling album (all genres) Tower Records.

## STREET MARKETING

- Flyers: 100,000 four page flyers including [NOFX](#) , [SecondShot](#) and four other bands the flyer us titled "Next Wave of Melodic Punk." These flyers have gone to stores, live houses etc throughout Japan.
- Street Team: Full 50 state street team composed of 132 members.

## ADVERTISING

- Alternative Press Magazine – ½ Page Ad in May 08 Issue
- Altercation Magazine – ½ Page Ad in March 08 Issue
- FOLLOW-UP MAGAZINE, THE BEST POP/PUNK magazine in Japan is running a half page ad in May Including Cover Shot
- FOLLOW-UP MAGAZINE is running a full page interview in June
- EAT Magazine includes 2 page interview in August
- FOLLOW-UP MAGAZINE full interview in October 06.
- SKRATCH MAGAZINE CD Review and Interview in January Issue.
- FOLLOW-UP MAGAZINE full color interview in September 07

## TELEVISION

- MTV Japan – Punk Spring 07 videotaped and circulated
- Gakirock.com – Circulated TV Interview circulated online and major Cell Phones in Japan.
- MusicTV – Circulated Music video for T.G.I. Goodbye
- HavocTV on Demand – On air Interview with BLNT and the Matches available on Demand.

## RADIO

- On Air Radio Interview on Radio Free Greg (over 10,000 listeners) (05/01/07)
- Featured on Radio Free Greg (04/24/07)
- Featured on World renown DJ Rossstar's Punk Show / idoberadio.com (10/12/06)
- Circulated Radio Play on the World Famous KROQ 106.7
- Ranked #2 out of 2600 Bands on The World Famous KROQ and awarded 2<sup>nd</sup> best unsigned band in California. (9/15/06)
- Countdown radio has the track "Carry On" in major rotation and is playing a couple of others quite a bit.
- Ranked #19 on Countdown radio 3 weeks in a row (right above Shakira).

## INTERNET

- Ranked #2 unsigned band out of ~48,000 bands on Myspace.com (09/25/06 – 11/25/06)
- MYSPACE featured artist (08/20-28/07)
- Pickup Artist audioleaf.com
- #1 Band All genres audioleaf.com 3 weeks in a row (08/25/07)
- Ranked top 10 unsigned band in Pop Punk, Punk, and Powerpop on Myspace.com (09/25/06 – present)
- Ranked in Top 10 for second week in a row at [http://mixi.jp/view\\_community.pl?id=761280](http://mixi.jp/view_community.pl?id=761280)
- Track of the Week, Track of the Day, Ranked #1 in Pop-Punk by Garageband Records
- Finalist at Bodog Battle of the Bands [www.bodogbattleofthebands.com](http://www.bodogbattleofthebands.com)
- Over 1,000,000 song plays on Myspace, (AVG over 3000 plays per day)
- Over 1,300,000 Unique Visits on [www.betterlucknexttime.org](http://www.betterlucknexttime.org)

## CONTACT

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