



# JOHN MELLENCAMP

## LIFE DEATH LOVE AND FREEDOM

The man who has been called 'the poet laureate of the interstate' has reached deep into his soul, bringing forth an album of unparalleled maturity powered by a piercing musical vision. **This is a special 2-disc package that includes both CD and high quality audio DVD.**

### tracks:

01. Longest Days
02. My Sweet Love
03. If I Die Sudden
04. Troubled Land
05. Young Without Lovers
06. John Cockers
07. Don't Need This Body
08. A Ride Back Home
09. Without A Shot
10. Jena
11. Mean
12. County Fair
13. For The Children
14. A Brand New Song

#### ABOUT LIFE, DEATH, LOVE AND FREEDOM...

- Produced by **T Bone Burnett** ("O' Brother Where Art Thou," Robert Plant, Allison Krauss)
- All songs written by John Mellencamp
- This is the first-ever release in **CODE**, a proprietary audio technology that creates high-definition audio files that are virtually indistinguishable from the original master tapes. The resonance, warmth and presence that have been realized with CODE is unprecedented in the digital era. This technology is presented on the audio DVD disc, which plays on all DVD players, including those in computer systems.

#### ABOUT JOHN MELLENCAMP...

- Has sold 12 million CDs in the SoundScan era alone!
- Inducted earlier this year into the Rock 'n' Roll Hall Fame
- Grammy® Award winner

#### MARKETING HIGHLIGHTS:

**RADIO:** First single, "My Sweet Love." Shipped to AAA, Americana and Classic Rock radio. Impact date: June 9. Early adds include: **KFOG-San Francisco, KBCO-Denver, KINK-Portland, KPRI-San Diego, WXRT-Chicago, WNCS-Burlington** and more.

**VIDEO:** First video, "My Sweet Love", will be serviced to all national and regional outlets, including **VH1, VH1 Classic, MTV, MTV Hits, MTV2, CMT, CMT Pure, GAC, Fuse** and more.

**PRESS:** Early confirmed press includes a major feature in **Rolling Stone**, plus coverage in **Vanity Fair**.  
Early confirmed TV appearances: **The Late Show with David Letterman** and **CBS Early Show**.

**TELEVISION ADVERTISING:** An extensive TV ad campaign is scheduled to begin July 10. Targeted outlets to include: **The Today Show, The Ellen DeGeneres Show, BRAVO, CMT, GAC, VH1, CNN, Fox News, ESPN.**

**PRINT ADVERTISING:** Full page ad in the Sun. July 20 issue of **New York Times**. Half page ads will appear in the July 13 issues of **Los Angeles Times, Chicago Tribune & The Indianapolis Star**. Magazine ads: **Rolling Stone**, and a special 2-page insert ad in the August **Vanity Fair**.

**LIFESTYLE: MOVIE TUNES:** "My Sweet Love" audio track to play in its entirety in 14,379 theatres. (July/Aug.)

**PMD STREET TEAM PROMOTION:** Street-visible window poster displays in **New York, Chicago** and **Los Angeles** for 8 weeks beginning July 7.

#### SUMMER TOUR:

June 28	<b>MILWAUKEE, WS</b>	Marcus Amphitheatre
July 8	<b>PHILADELPHIA, PA</b>	Mann Music Center
July 10	<b>WANTAGH, PA</b>	Nikon at Jones Beach Theater
July 11	<b>HOLMDEL, NJ</b>	PNC Bank Arts Center
July 14-15	<b>BOSTON, MA</b>	BofA Pavilion
July 18	<b>CLARKSTON, MI</b>	DTE Energy Music Theatre
July 22	<b>CHICAGO, IL</b>	Charter One Pavilion
July 23	<b>CINCINNATI, OH</b>	Riverbend Music Center
July 25	<b>OKLAHOMA CITY, OK</b>	Ford Center
July 27	<b>DENVER, CO</b>	Red Rocks Amphitheatre
July 30	<b>SANTA BARBARA, CA</b>	Santa Barbara Bowl
July 31	<b>LOS ANGELES, CA</b>	Greek Theatre
Aug. 2	<b>BERKELEY, CA</b>	Greek Theatre

**TOP SALES MARKETS** (in order): New York, Indianapolis, Chicago, Los Angeles, Boston, Minneapolis, Philadelphia, San Francisco, Washington DC, Seattle

**HOME MARKET:** Seymour, IN



www.hearmusic.com  
www.johnmellencamp.com

Artist/Title: **John Mellencamp/Life, Death, Love and Freedom**  
Street Date: **July 15, 2008** | Order Due Date: **June 25, 2008**  
Genre: **Rock** | Label: **Hear Music** | Box Lot: **30**  
Price Code: **C18** | Packaging: **Digipack - 2 disc**



CD-Selection: **HRM-30822**