

THE CURE



THROUGH MORE THAN 25 EXTRAVAGANT YEARS AND WITH RECORD SALES EXCEEDING 28 MILLION WORLD-WIDE, THE CURE HAVE DONE IT ALL IN THEIR OWN UNMISTAKABLE WAY. FREE, INDEPENDENT, WILLFUL, UNCONFINED, A BAND THAT HAS FIRMLY ESTABLISHED ITSELF AS A DEFINITIVE FORCE IN SHAPING MODERN ROCK AS WE KNOW IT TODAY. LED AS ALWAYS BY LEAD SINGER/SONGWRITER ROBERT SMITH, THE CURE LINE-UP SINCE 1994 COMPRISES LONGTIME BASS PLAYER SIMON GALLUP, GUITARIST PERRY BAMONTE, DRUMMER/PERCUSSIONIST JASON COOPER, AND KEYBOARDIST ROGER O'DONNELL. THE CURE WILL RELEASE THEIR NEW STUDIO ALBUM, PRODUCED BY ROSS ROBINSON JUNE 29.

THE CURE "THE CURE"

SINGLE

- "The End Of The World" is the debut single from 'THE CURE' album
- #1 most added first week of May at Modern Rock radio with over **40 ADDS!!!**

VIDEO

"The End Of The World" video shot in London by famed director FLORIA SIGISMONDI

ADVERTISING

- NATIONAL PRINT ADS:
Full page ROLLING STONE Full page SPIN
More T.B.D.
- TV BUY: Comprehensive ad buy to include the following national networks MTV, MTV2, VH1, FUSE, E, Comedy Central, Nick etc. Plus massive local buys in top 10 markets to support street week.
- OUTDOOR:
Top sales markets will be sniped for two weeks leading up to release: New York, Los Angeles, Chicago, San Francisco

TV

Debuted the single on Jay Leno 4/28
More T.B.D.

INTERNET

- AOL sessions to be taped in UK
- Syndicated online sweepstakes for trio to final CUREFEST date in Los Angeles in August
- VH1.com hear music first online album premiere

MERCHANDISING

Stickers, posters, t shirts, 1x1's. 3x3's

PRODUCED BY:

Robert Smith and Ross Robinson

EXECUTIVE PRODUCERS:

Robert Smith, Jordan Schur and Daryl Bamonte

TOUR

THE CURIOSA FESTIVAL 2004

- 7/24 West Palm Beach, FL
- 7/25 Tampa, FL
- 7/28 Nashville, TN
- 7/29 Atlanta, GA
- 7/31 New York, NY
- 8/1 Camden, NJ
- 8/3 Cincinnati, OH
- 8/4 Cleveland, OH
- 8/7 Boston, MA
- 8/11 Detroit, MI
- 8/12 Chicago, IL
- 8/14 Dallas, TX
- 8/15 Houston, TX
- 8/17 Denver, CO
- 8/18 Salt Lake City, UT
- 8/27 Los Angeles, CA

MORE DATES T.B.D.

**DELUXE EDITION
INCLUDES 30
MINUTE MAKING
OF THE RECORD
DVD**

VINYL



DELUXE EDITION CD



CD



NEW LOW PRICE

THE CURE/The Cure

STREET DATE: 6/29

ORDERS DUE: 6/11

NOTES:



**THIS IS AN I AM
RECORDING!**



GENRE: Pop/Rock

BOX LOT:30

PACKAGING: Jewel case