



For Immediate Release:

GRAMMY Winning Band KORN Kicks off Official American Launch of ROCK SCIENCE

The Rock Game of the Century

Rock Band KORN Digital Game to Release October 8th Supported
by Tour, Major Promotions and Hardcore Fan Engagement

Available October 8, 2014

New York, New York – (October 7, 2014) – Rock Science™, The Rock Game of the Century is coming to the United States in the search for hardcore rock fans everywhere. The company has announced the official American launch of the popular mobile game which engages music fans from around the globe in a “first of its kind” pure rock trivia game. To kick off the American launch, the Grammy Award winning multi-platinum hard rock innovators **KORN** have signed an exclusive agreement to release the Rock Science KORN Booster Pack on October 8th, 2014 worldwide with unique promotions. The release of the KORN game will mark Rock Science’s inaugural entry into the U.S. market.



The hard rock pioneers has sold over 35 million records, debuted at number one on the Billboard 200 charts twice, have had a dozen of the band’s songs peak in the Top 10 on Billboard and are a certifiable Multi-Platinum rock group with legions of fans around the globe. The band has released over 40 singles and also won two MTV Video Music Awards. The kick-off of their U.S. “Prepare for Hell” arena tour on Wednesday, October 29, 2014 will coincide with a massive promotion for Rock Science: KORN Booster pack and give fans the opportunity to compete for exclusive KORN prizes. Promotional video for the game is here: <https://vimeo.com/107910530>. The iTunes app download link is here: <https://itunes.apple.com/app/rock-science/id648314053>



KORN--Jonathan Davis [Vocals], James “Munky” Shaffer [Guitar], Brian “Head” Welch [Guitar], Reggie “Fieldy” Arvizu [Bass] and Ray Luzier [Drums]--has had remarkable success and experienced mainstream acceptance with such mega-hits as Follow the Leader (1998), Issues (1999), Untouchables (2002), Take a Look in the Mirror (2003) and more. In 2013, the band released their eleventh studio album The Paradigm Shift (released October 8 on Prospect Park) which entered the Billboard albums chart at #8, making it their 12th Top 10 Album. The Paradigm Shift features the single “Never Never” which brought the band a new career milestone by achieving the #1 spot on the Active Rock Airplay Chart and hitting #2 on the Rock Chart, thus marking their biggest radio success ever. View the video for “Never Never” at <http://vevo.ly/UaDV41>.



KORN fans can expect questions that challenge their “fandom” and give them new information about their favorite band or band member. The game is meant to drive social media conversations and engagements through the band’s robust social media audiences while building new fans through the competition. The digital format allows the ability for fans everywhere to compete against each other instantly. The game challenges fans and random rockers while engaging in trivia battles with questions on everything there is to know about their favorite band. The Rock Science game has thousands of questions on hundreds of bands and it will keep expanding with new Booster packs and updates.

The KORN Booster Pack comes packed with exciting trivia on the band and the band members. To engage fans even further, Rock Science invites them to submit their own KORN questions to be included in a future update of the Booster Pack. This give fans the opportunity to become part of an official KORN product, and connect with the band for real. KORN question submissions: <http://tiny.cc/cvtomx>

Rock Science is an exciting multiplayer mobile game that marks the company’s first entry into the U.S. market. The game, produced by Stockholm based parent company Nuday Games, is the first and only pure rock trivia game which has won critical acclaim for its releases in Europe and gives players a unique opportunity to interact with the band in a competitive challenge that solidifies the games’ legacy and pivotal mark in music history. Only a few weeks into the European launch more than 2,000,000 Rock Science questions have been answered.

Artists are deeply involved in the process of creating their signature Booster Packs, from writing “straight from the source” questions to the input of artwork and content. The Booster Packs are also updated by fan created content, which makes this a true collaborative effort. To connect “amazing bands” with “amazing fans” in such a way is in fact, what Rock Science is all about.



Throughout Europe, Rock Science has represented rock history and legendary bands including Motorhead, Mike Portnoy, Children of Bodom, Soulfly, Saxon and Danko Jones and iconic music brand Marshall Amps.

Rock Science has also partnered with the band and guitar manufacturer Ibanez giving fans the chance to win

signature Ibanez KORN guitars signed by the entire band. The contest will kick off on October 8th and fans can win by playing the KORN Booster Pack, competing with KORN fans around the world. The top 300 players of the KORN game will be qualified to enter to win the exclusive autographed KORN signature guitar.

Rock Science™ is a social game that gives fans the chance to explore rock history and earn rewards while climbing the charts with some of their favorite bands of all time. With the official U.S. launch the game will continue to inspire a worldwide community to challenge each other head-to-head on rock trivia. The KORN Booster Pack is an in-app purchase in the Rock Science mobile game on October 8, 2014. Rock Science is available in the app store. An Android version will be available soon.

“The Korn/Rock Science mobile game release is a direct-to-fan competition where millions of fans can participate in an instant. It is a huge achievement for us and the worldwide rock community as a whole. And, this is just the beginning!” – Jorge Bravo CEO at Nuday Games

Following the launch of KORN’s Rock Science™ Booster Pack, the company has several artists from Classic Rock to Metal and global brands lined up for future Booster Pack releases throughout the United States.

Journalists are invited to play the game exclusively prior to the launch on October 8th by contacting the press rep noted below for their own personal download code.



ABOUT NUDAY GAMES:

Nuday Games is a multi-media entertainment and gaming company that focuses on gamifying subcultures with Rock Science being the first gaming product launched worldwide. Nuday Games' core focus is to turn discussions among people in core target groups into engaging activities by formalizing the social context and giving value and structure to the target group's passion. The first in-house game product of the company is Rock Science – The Rock Game of the Century. The company is based in Stockholm, Sweden. Sven Folkesson and Jorge Bravo serve as founders. The official website is www.rockscience.tv.

For interviews with KORN and official media coverage of the game please email or call Press Contact below.

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