

JÄGERMEISTER PRESENTS "A WILD EVENING WITH HALESTORM"

Iconic Spirits Brand Brings Grammy Award Winning Rock Act to Venues Across the U.S.

(New Rochelle, NY) – With its long history of promoting a myriad of musical genres as diverse as the brand itself, Jägermeister is proud to announce a partnership with Grammy Award winning rock band Halestorm for the "Jägermeister Presents: A Wild Evening with Halestorm" concert series. The multi city tour will run through September and October, with the group performing two sets of great rock n' roll with lots of surprises for the band's amazing fans.

Jägermeister, the eighth-largest-selling premium spirit in the world and #1-selling imported liqueur in the United States, has a long history of supporting musicians of all genres, beginning with the Jägermeister Music Program in 1994. From there, the brand moved on to the Jägermeister Music Tour, which started in 2002 and represents the best in both established and emerging talent.

"It is both an honor and a privilege to work with Halestorm" says Cliff Rigano, Director of Music Marketing for Jägermeister. "To see their careers skyrocket over the last few years is a testament to their creative passion, and the opportunity to be a part of crafting these incredibly unique shows is as one of a kind as Jägermeister."

Atlantic recording group Halestorm has made a stunning top 5 chart debut with their acclaimed new album, "INTO THE WILD LIFE." The GRAMMY® Award-winning band's long awaited third studio album arrived at #5 on the Billboard 200, and #3 on SoundScan's "Top Current Albums" chart, while also entering their "Top Current Rock Albums" chart and "Top Current Hard Music Albums" chart at #1. Recorded last year in Nashville with GRAMMY®-nominated producer Jay Joyce (Cage the Elephant, Eric Church) at the helm, "INTO THE WILD LIFE" has received unprecedented critical acclaim.

'We invite you into "A Wild Evening with Halestorm". We've been wanting to do a tour like this for a long time, and thanks to our amazing friends at Jägermeister it's finally happening!!' proclaims Lzzy Hale, singer for Halestorm. 'Here's what you're gonna get: A FULL EVENING with ONLY Halestorm, in the spirit of our latest record, doing whatever the #@! we want! We'll be doing not one but two (maybe more!) crazy sets for you, jam packed with surprises every night. You don't want to miss this!'

As part of the tour, Jägermeister will be enlisting renowned California street artist and illustrator Scrojo to create custom, limited edition artwork that will be featured throughout each venue. Each stop will also feature original artwork from the brands '56 Parts: Best as One' campaign as well as a custom Jägermeister Halestorm cocktail inspired by the group.

Tickets can be purchased on the bands website through halestormrocks.com. For more information on Jägermeister, visit www.jager.com or www.facebook.com/jagerusa. For additional information on Halestorm, visit <http://www.halestormrocks.com>. Tour dates are as follows:

9/11 - New Orleans, LA – The Civic Theatre

9/14 - Kansas City, MO – Arvest Bank Theatre at The Midland

9/15 - Minneapolis, MN – Myth Live

9/17 - Peoria, IL – Peoria Civic Center Theatre 9/18 – Chicago, IL – Riviera Theatre

9/26 - Baltimore, MD – Pier 6 Pavilion

9/27 – Charlotte, NC – Ovens Auditorium 9/29 - Warren, OH – Packard Music Hall

9/30 - Columbus, OH – The LC Pavilion

10/2 - Philadelphia, PA – Festival Pier @ Penn's Landing 10/5 - Appleton, WI – Fox Cities Performing Arts Center 10/8 - Oklahoma City, OK – Chevy Bricktown Events Center

10/11 - Tucson, AZ – The Rialto Theater

10/13 – Fresno, CA – Rainbow Ballroom

10/14 - Modesto, CA – Modesto Centre Plaza

10/16 – Riverside, CA – Riverside Municipal Auditorium 10/17 - Las Vegas, NV – House of Blues

ABOUT JÄGERMEISTER: Jägermeister, which translates to "master hunter," is the #1 selling imported liqueur in the United States and one of the top shot brands in the world. The full-bodied flavor of Jägermeister, which includes cinnamon, star anise, ginger and cardamom, is a result of a lengthy maceration to extract aromatic compounds from a closely guarded recipe of 56 herbs, roots, blossoms and fruits, plus aging in oak casks for one year. The production process is exacting and includes sourcing the ingredients in their raw, unprocessed form, along with 383 quality checks to ensure its iconic taste profile. Jägermeister Liqueur is 35% Alc. /Vol. and imported exclusively by Sidney Frank Importing Company, Inc., New Rochelle, NY. **JÄGERMEISTER IS DEDICATED TO MUSIC, NOT UNDERAGE DRINKING.**