



For Immediate Release

November 19, 2008

Media Contact: Natalie Fandrey
Highline Sports & Entertainment
970.476.6797 x108; Natalie@gohighline.com

THE FRAY DEBUTS NEW ALBUM AT VAIL SNOW DAZE 2008

- **The Fray To Debut Their First Single and New Album Live in Vail, Colorado**
 - **Denver's Widely Popular Band Meese Will Open for The Fray**
 - **Tickets for The Fray Concert On-sale Beginning Friday, November 21st**

VAIL, Colo.—November 19, 2008—The Fray announced today their first preview concert of their new single “You Found Me” and self-titled album to be held in Vail, Colorado on Saturday, December 13 at the Ford Park concert venue. The performance highlights Vail Snow Daze, a festival of non-stop music, on-snow events and a wide variety of après and after-dark happenings with Big Head Todd & the Monsters performing live December 11 and Leftover Salmon performing live December 12.

“We’ve secured a super popular Grammy Award-nominated band that chose to debut their new album and single in Vail,” said James Deighan of Highline Sports & Entertainment that produces the festival. “We’re thrilled to have The Fray, a Colorado-born band, perform as Vail Snow Daze’s headliner concert.”

The new album’s long awaited first single “You Found Me” will have its world primetime premiere November 20 as the song featured in a new music video for the ABC television series “Lost,” with live band performance footage and exclusive scenes from the show’s upcoming fifth season. The music video will air inside ABC’s “Grey’s Anatomy,” the same Emmy-nominated television hit that first supported the band in 2006 with “How to Save a Life.” The band will also perform the song live at the American Music Awards (AMA) on November 23. The Fray’s

concert in Vail on December 13 is part of Vail Snow Daze, an annual festival which has hosted other prominent musical artists including Counting Crows, Ludacris, Ziggy Marley and Social Distortion.

“It’s great to have The Fray back in the U.S. and performing in Vail after their run of sold-out shows around the world,” said Jeff Brausch of Highline Sports & Entertainment. “With three legendary Colorado bands performing and all the on-snow fun, this is a can’t-miss festival.”

The Fray chose up-and-coming Denver band Meese to open their Vail concert. Since being hailed as one of *Westword* magazine’s “Movers and Shakers for 2006,” Meese has gained a significant fan-base across Colorado and the country. The band has frequently opened for The Fray, as their pop rock, piano-driven sound complements The Fray’s piano rock genre.

Performing at Vail’s outdoor concert venue Ford Park, gates will open for The Fray and Meese at 5 p.m. Tickets go on-sale at 8 a.m. on Friday, November 21 to coincide with Vail’s opening day of the season. General Admission tickets are only \$35 in advance and \$50 after November 30; Private Reserved tickets are \$175 and include private close-in viewing areas as well as full food and beverage service. Vail Snow Daze is offering its annual festival concert pass that allows purchasers to attend all of the event’s musical performances for one great price. General Admission tickets, the festival concert pass and a limited amount of Private Reserved tickets may be purchased online at www.vailsnowdaze.com or in the Vail Valley at the Bottle & Cork in Edwards and the Marketplace on Meadow Drive in Vail Village.

Vail Resort’s lodging package includes the purchase of three nights lodging and lift tickets and receive the fourth’s night’s stay and day’s lift ticket free. Package price starts at \$353 per person, based on double occupancy in a standard room and can be booked by calling Vail and Beaver Creek Central Reservations at 1.800.525.2257 or online at www.vail.com. Other restrictions may apply.

Vail Snow Daze 2008 is brought to you by Vail, Bud Light, Jack Daniel’s, Volvo, Town of Vail, Amp Energy and SKI Magazine and is sponsored in part by Aspen Valley Harley Davidson, US

Army, Smith Optics, Blackberry, E. & J. Gallo Winery, Vail Daily, Vail Dentistry, KVBA-TV8 and KZYR The Zephyr. To become a sponsor of the event, please email info@gohighline.com.

###

ABOUT HIGHLINE

Highline is a leading provider of sports and entertainment event marketing services to corporate America. Since 1995, the company has created turnkey event marketing programs, sponsorships and successful partnerships with many of the world's leading brands. Highline's high profile events have been staged at major venues throughout North America and have been seen by millions in person and through major broadcast media.