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FOR IMMEDIATE RELEASE:

NJ, PA and NY Area Businesses: Get in Front of 25,000-Plus Labor Day Weekend Festival-Goers at Revelation Generation

*Exhibitors and Vendors Invited to Promote and Provide Goods and Services at
Legendary Two-Day Festival; Sponsor Opportunities Also Available*

FRENCHTOWN, NJ – May 27, 2009 – Revelation Generation (www.revgen.org), the annual outdoor Labor Day Weekend (Sept. 4-5) music festival at Revelation Farms in Hunterdon County, is now accepting applications from regional businesses and organizations seeking to showcase their goods and services to more than 25,000 concert-goers. The festival's organizers welcome all types of businesses to apply for exhibitor and vendor opportunities including national brands, regional merchandisers, caterers and restaurateurs, fine art vendors, jewelry/accessories vendors, sports/athletic lines, non-profit service organizations and colleges/universities/seminaries. Many of last year's vendors and exhibitors have already secured their slot at this year's festival – but for those that are still exploring, we encourage them to email exhibitors@revelationgeneration.org or call (908) 483-2203 to request an application.

“Beyond the amazing lineup of bands, RevGen is all about creating an unmatched concert experience – and that's where a great roster of vendors comes in,” said Sean Grom of the Revelation Generation Steering Committee. “We've seen the festival grow to over 25,000 attendees and that's due in large part to our exhibitors and vendors providing food and drink, merchandise, information and more – all the things that concert-goers could want.”

Featuring an impressive range of chat-topping performers – Switchfoot, Underoath, Flyleaf, MercyMe and Relient K, to name a few – Revelation Generation is a phenomenal way for businesses, groups and organizations to reach an audience that hails from all across the mid-Atlantic, the Northeast and more. And a diversity of music genres – from rock to acoustic to hip-hop – will also allow all sorts of new exposure for vendors, exhibitors and attendees.

Revelation Generation also offers several levels of sponsorship to organizations and businesses who want to join in. Sponsors benefit from the ability to reach the event's attendees with their brand or message throughout the two days of festivities as well as the summer-long promotional effort leading up to Labor Day Weekend. Sponsor opportunities include: co-branding, event logo usage, VIP hospitality, and signage at various music stages and on festival grounds. For more information, email sponsors@revelationgeneration.org or call (908) 483-2203.

Vendor & Sponsor Applications

Those interested in an exhibition booth should visit the official concert web site at <http://www.revgen.org> or email exhibitors@revelationgeneration.org or sponsors@revelationgeneration.org for applications. There are a limited number of exhibitor booths available and the deadline to apply is August 1 or until all vacancies are filled. Revelation Generation reserves the right to select vendors and sponsors based on the benefit to concert attendees and their compatibility with the concert mission and that of its partners. Call (908) 483-2203 for additional information.

Official Homepage: www.revgen.org

MySpace: <http://www.myspace.com/revelationgenerationorg>

Facebook: <http://www.facebook.com/people/Tim-RevGen/1538196464>

Twitter (@Rev_Gen): http://twitter.com/Rev_Gen

General Ticket Availability

Tickets are available for individual purchase and discounted group rates at <http://revgen.org/tickets/information.php>.

About Revelation Generation

In its fifth year, Revelation Generation is the premier annual music festival in the greater New York and greater Philadelphia area – bringing a world-class entertainment experience to Central New Jersey. The unique non-profit event takes place in Frenchtown, NJ at Revelation Farms, a sprawling 140-plus acre property owned by festival founders, Robert and Kim Grom. Revelation Generation brings together a unique mix of emerging and award-winning musical artists spanning rock, pop, alternative, and punk, along with inspiring speakers, demonstrations, activities, and games in an alcohol-free and drug-free venue that anyone can enjoy. For more information, visit www.revgen.org.

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