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FOR IMMEDIATE RELEASE:

Annual Labor Day Music Fest, RevGen, Celebrates Fifth Year Anniversary

Two-Day Mega-Concert Expects 30,000 Fans for 2009 Edition; Looks Back on Early Years

FRENCHTOWN, N.J. – July 7, 2009 – Revelation Generation (www.revgen.org), the ever-popular two-day music festival held annually at Revelation Farms in Hunterdon County will be celebrating its fifth anniversary this year with its most impressive lineup to date. Featuring all-star talent including Jars of Clay, Flyleaf, Underoath, Switchfoot and Relient K, this year's show is certain to be the most impressive yet. However, RevGen is not quick to forget its roots, past iterations and every hand that has helped shape it.

The 2008 edition of RevGen marked the first attempt at a two-day festival. Featuring incredible acts such as TobyMac, Flyleaf, As I Lay Dying, Norma Jean, newsboys and Sixpence None The Richer and more, an estimated 25,000 fans attended across both days. The 2008 festival also saw the introduction of the highly successful Tent7, where lucky fans could sit in on interview sessions with their favorite bands and get an inside look at their stories. This venue provided an incredibly intimate, personable environment where passionate fans could interact with RevGen performers like never before.

2007 saw chart-topping acts including MXPX, Skillet, Norma Jean and newsboys during the first Saturday of September – not to mention over 15,000 fans in one day. That year, the festival also featured the RevGen Breakout competition – a battle of the bands performance won by I Am Alpha And Omega and Reilly.

In 2006, RevGen introduced its harder side with the Philadelphia Stage – an effort that generated tremendous response from festival-goers throughout the region. While rocking to full capacity, the stage served as a great balance to the contemporary Christian music lineup on the New York Stage and truly highlighted RevGen's growing musical diversity.

In 2005, in its very first year, RevGen welcomed 4,500 adventurous souls that turned out to support the vision of a community. Further Seems Forever, Skillet, Paul Colman and more performed before the ardent core of fans who decided to experience something new in Frenchtown NJ.

“Looking back on the last five years, it really is fantastic to see how RevGen has grown,” said concert promoter Sean Grom. “It’s amazing to think that we started with just a handful of bands and not even 5,000 fans – and it’s even more important to remember that RevGen wouldn’t be what it is in 2009 if it weren’t for every musician, driver, organizer, stagehand, vendor, organization, volunteer and every single fan that has participated. That’s what keeps us excited and that’s what keeps us growing.”

The 2009 iteration of RevGen will feature the following chart-toppers across two days and five stages:

NEW YORK STAGE - An eclectic mix of pop and rock:

Friday: Mercyme, Jars of Clay, Delirious, Matthew West

Saturday: Switchfoot, Relient K, BarlowGirl, NeedToBreathe, The Fold, Seabird

PHILADELPHIA STAGE - Alternative, metal, and underground bands with a sharp edge:

Friday: Underoath, Emery, Haste The Day, The Glorious Unseen

Saturday: Flyleaf, The Devil Wears Prada, Norma Jean, August Burns Red, Fireflight, And Then There Were None, Before Their Eyes

NASHVILLE STAGE - Some of the finest acoustic artists and groups influenced by The Music City:

Saturday: Paul Colman, Jon Foreman, Bethany Dillon, Derek Webb

COME AND LIVE STAGE – Up and coming bands in a quick, fast-paced environment:

Saturday: Mychildren Mybride, Impending Doom, I Am Alpha And Omega, The Ember Days, Nothing More, Kronicles

URBAN STAGE - Top talent from the hip-hop, R&B, and rap worlds:

Saturday: Lecrae, Group 1 Crew, Trip Lee, RUNAWAY, Carmen Michelle, Bengie, Heesun Lee

Revelation Generation has emerged as the premier summer festival in the greater New York and greater Philadelphia area. The event is a great venue for youth groups, singles, families, churches, friends and everyone in between to come together for excellent music in fun environment. Last year, Revelation Generation welcomed more than 25,000 fans – a figure we expect to eclipse this year. The show will now feature two full days (expanding from last year's one and a half days) of music, games, and flat out fun for everyone. In addition to the aforementioned musical acts, Revelation Generation will host amazing speakers, children's activities, games, extreme sports, incredible local food, a massive merchandise tent and state of the art sound and lighting.

RevGen also welcomes the triumphant return of Tent 7. Introduced last year, Tent 7 provides lucky fans the opportunity to sit in on intimate interview sessions with their favorite performers. Throughout the festival, artists will stop by Tent 7 to share their stories allowing unprecedented access to bands they're like to find nowhere else (except maybe on the tour bus).

Fans can stay tuned for everything and anything Revelation Generation at the following destinations:

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

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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