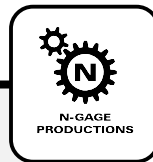


# NEW ALBUM RELEASE



Artist:  
**HENCHMAN**

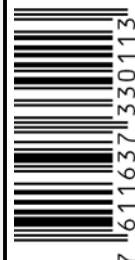
Title:  
**It All Comes Down To Gravity**

Order number:  
**NG 01902-2**

Label:  
**N-Gage Productions**

Distribution:  
**Musikvertrieb AG**

Style:  
**Alternative Rock**



Description:

**CD (Album)**

Release date:

**Friday, January 28th 2011**

Short info:

After their successful debut album «Unmistaken» in 2006, Henchman is now back to stir up the international rock scene with their second album, containing 13 tracks of emotional, authentic rock, defining itself somewhere between alternative, rock and metal. Henschman's new album surprises with sophisticated arrangements and catchy hooklines, and it once again reveals their great musical potential. US-Producer Sylvia Massy (System of a down, Tool, Deftones, etc.) managed to give their songs a distinctive mix and set their rock tracks in the right mood.

Already curious? Well, just listen to «Good Friends», a straight-in-your-face rocker where one distinctive guitar riff meets just the right vocal harmonies. Or put on «Today is Now», which is a rather dark ballad with unusual electronic breaks, followed by an organic hammond voice. Furthermore, they have two aces up their sleeves when it comes to airplay - Henschman's new video clip «Burning Bridges» which reveals their true potential for a unique sound, and second, their Radio Single «All Over Again», including a chorus that you won't get off your mind so quickly.

Speaking of live: The energy of Henschman's live performances is seemingly equal to the one you will find on their albums. And not only do these charismatic three guys manage to impress us with their great musical abilities, they also manage to rock their crowd with their dazzling live acts, which have a tremendous impact and a thoroughly unique sound. Their new album is modern and entertaining in a way that you can't ignore them, but still far away from a short-term hype. These guys are definitely ready, for whatever may come. CD release party is on January 27th at Abart Club in Zurich.

Marketing and promotion:

- Radio, print, online and tv promotion by **N-Gage**
- Banner on Cede.ch
- Promotion Clubtour 2011  
27.01.11 Zurich, Abart  
(CD Release-Party)
- Infos and Downloads on:  
[www.henchman.ch](http://www.henchman.ch)  
[www.myspace.com/henchman](http://www.myspace.com/henchman)  
[www.n-gage.ch/henchman](http://www.n-gage.ch/henchman)

Available materials:

- Video clip for «Burning Bridges»
- Press photos
- DIN A2 Posters
- DIN A6 Postcards

Tracklisting:

01. Burning Bridges
02. Bubbles & Spikes
03. All Over Again (Radio-Single)
04. Spare Fate
05. Good Friends
06. The Blender
07. (About) Gravity
08. Before It Grows
09. Shasta
10. Closer
11. Some More
12. Today Is Now
13. This Is Not A Test