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Contact: Rana Sobhany  
Inchoate, Inc.  
7481 Huntsman Boulevard Suite 820  
Springfield, Virginia 22153  
Phone: (703) 203-2508  
Fax: (703) 995-4929  
<http://www.inchoateinc.com>  
[rana@inchoateinc.com](mailto:rana@inchoateinc.com)

## **Rites of Ash Exceeds 55,000 Hits On Website Launch Date, Announce Plans to Shoot Live DVD**

*ROA's Successful Release, [www.ritesofash.com](http://www.ritesofash.com), Demonstrates Band's  
Extensive Fanbase, Band Begins Work on Live Concert DVD*

WASHINGTON, DC — September 20, 2006 — In December, 2005, Rites of Ash's 23-year old guitarist Lazzo and 18-year old vocalist 80-Two dejectedly pondered the fate of the band after their 5<sup>th</sup> lineup change. The duo had engineered and produced their first album, *Enter the Evil System*, a collaborative effort with DMC World Champion DJ I-Dee, but Rites of Ash struggled to find the missing piece in their live set, a drummer who could keep up with the band's feverish, technical rhythm parts.

Fortunately, hope came in the form of Fester, an accomplished drummer with over 20 years experience playing with various groups in the DC Metropolitan area. Fester's intense and complex style solidified the group's live performance, which has since evolved into a full theatrical experience, complete with tv monitor-mannequins, backdrops and real-time backing videos accompanying the band's electric stage presence and incredible musicianship.

Rites of Ash debuted their full-length album, *Beautiful Illusions*, on September 5<sup>th</sup> through Rana Sobhany's DC-based indie label Inchoate Records to critical acclaim and an international group of followers. ROA will further appease their fans by releasing a live concert DVD to be sold in retail stores, online, and at their concerts. Details regarding the DVD will be released shortly. The band has created a YouTube channel, located at [www.youtube.com/profile?user=ritesofash](http://www.youtube.com/profile?user=ritesofash), where fans can interact with the band through video blogs.

Most notably, the band debuted their new website to an astounding 55,000+ hits within the first 24 hours of its release, demonstrating the wide appeal the band has to consumers who are intrigued by the band's unique fusion of hard rock and electronica.

Rites of Ash will be appearing at Strangeland Records in Annandale, Virginia on October 27, 2006, and will play a headlining show at Christopher Newport University in Newport News, Virginia on October 28, 2006.

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For additional information or to request an interview with the band, please visit [www.ritesofash.com](http://www.ritesofash.com) and [www.myspace.com/ritesofash](http://www.myspace.com/ritesofash) or email Inchoate at [rana@inchoateinc.com](mailto:rana@inchoateinc.com).