ASKING ALEXANDRIA BIO - June 2021 - **FINAL**

Since 2008, **Asking Alexandria** have established a world of rock music that is completely their own. Now, **over a BILLION cumulative streams and views later,** with a new label behind them - the band signed a global deal with **Better Noise Music** in 2021 - the U.K-based rock group are readying their next chapter.

Composed today of their original line-up - **Ben Bruce** [guitar, backing vocals], **Danny Worsnop** [lead vocals], **James Cassells** [drums], **Cameron Liddell** [guitar], and **Sam Bettley** [bass] - the quintet has arrived at a place of clarity and refreshed sense of artistic purpose. In the early months of 2021, all five members found themselves hunkered down in a house in Franklin, TN, to write and record their new seventh studio album. It was the first time in over a decade that all were together in the same studio. Armed with a new sense of dedication to themselves and to their fans, they went back to their roots and pulled inspiration from some of their earliest influences and musical heroes - Led Zeppelin, Metallica, AC/DC, Queen. With time to reflect on their journey thus far they began preparing their next steps forward as a band. With no gimmicks or cheap tricks to fall back on and a renewed appetite for writing together, they fell in love again, with music and with each other as band mates.

In the band's 10+ years as a worldwide touring and recording force, they have achieved unprecedented success earmarked by two gold-certified singles (namely, **"Final Episode (Let's Change The Channel)"** and **"Not The American Average"**) and three consecutive top 10 debuts on the Billboard Top 200—***Reckless & Relentless* [2011], *From Death to Destiny [*2013],** and ***The Black* [2016]**. In addition to headlining packed gigs on five continents, they've graced stages alongside **Guns N' Roses, Green Day, Avenged Sevenfold, Alice In Chains,** and **Slipknot,** to name a few. 2017's self-titled LP ***Asking Alexandria*** spawned two of the group's biggest singles to date: **"Alone In A Room" (60 million Spotify streams)** and **"Into the Fire" (50 million Spotify streams).** And most recently, they saw critical acclaim with their 2020 sixth full-length studio album ***Like A House On Fire***.

The result of this reflection and renewed creative energy is the band's most cohesive and self-assured record to date. The project's first single, the poignantly powerful, guitar-driven **"Alone Again"** was written by the entire band and is a fitting first offering of the sonic journey on which the world is about to join them. But beyond its moving lyrics and soaring melodies, it is a rally cry and a statement of a group of artists who are here to stay and ready more than ever to be heard.