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FIREFLIGHT DEBUTS AT NO. 1 ON SALES CHARTS WITH LATEST RELEASE, *NOW*
Band Beats Previous Personal Record for Best First Week Showing

(Nashville, Tenn.) March 15, 2012-- GRAMMY Award nominated, female-fronted rock act **Fireflight** tops the sales charts this week with its most recent studio release, ***NOW*** (3/6/12). The band boasts its highest sales debut to date, beating out previous first week numbers.

Coming in at No. 1 on multiple sales charts, including SoundScan's Current Contemporary Christian Overall Chart, the Rock Alternative Chart as well as the iTunes Christian & Gospel Albums chart, **Fireflight** scanned more than 8,000 units its debut week. This is a career best for the group, who is enjoying success at radio as well with current single "Stay Close," also No. 1 at Christian Rock radio this week.

Fireflight supported ***NOW***'s release amid a flurry of positive reviews from outlets including:

iTunes: "...**Fireflight** proves masterful at delivering sanctified anthems with shout-along choruses."

Crosswalk.com: "...the quintet continues to bring excellence to its Evanescence-meets-Skillet sound while making subtle stylistic tweaks that move **Fireflight** closer to an even broader appeal."

CCM Magazine: "**Fireflight**'s latest is as powerful and abbreviated as its title: ***NOW***. Dawn Michele and company are back..."

Christianity Today: "...their [**Fireflight**'s] fourth full-length doesn't stray from the tried and true: blistering guitar anthems garnished with electronics, all edged toward the epic via the massive vocals of Dawn Michele."

JesusFreakHideout.com: "...if you're looking for a diverse rock record with a softer side, *Now* is well worth a listen."

During street week, **Fireflight** also made an appearance on LeSEA Broadcasting's original 30-minute music program "Live From Studio B."

Asserting a new direction from the group's previous record *For Those Who Wait* (2010), ***NOW*** calls listeners to move beyond their circumstances and take action. Produced by Jasen Rauch, ***NOW*** displays a new sonic focus for the band as well, built on lush electronic textures, futuristic moods and a more finely honed grasp of tender-to-titanic dynamics. Together the project's hard-hitting message and sound make for an anthemic album.

Most recently, **Fireflight** wrapped the initial 20-city leg of its "Stay Close" tour, featuring BEC Recordings artist Rapture Ruckus and Delvin Williams. The band will pick up a second run of the tour, this time with Ashes Remain and 7eventh Time Down, mid-April. For a complete list of tour dates, visit www.fireflightrock.com.

About Fireflight

Florida native **Fireflight** comprises Dawn Michele (lead vocals), Justin Cox (guitar, keys, vocals), Wendy Drennen (bass, vocals), Glenn Drennen (guitar), and Adam McMillion (drums). **Fireflight** released its national debut, *The Healing of Harms*, in 2006, followed by breakout sophomore album *Unbreakable* (2008) and *For Those Who Wait* (2010).

The GRAMMY-nominated, modern rock outfit has received six career Dove Award nominations, including Artist of the Year in 2009, and lead singer Dawn Michele's 2010 Female Vocalist of the Year nomination. Additionally, the group won Taco Bell's inaugural fan-voted "Best of the Beat" contest in 2009, and performed at ESPN's "Winter X Games 13."

The band's music has been featured on E! Entertainment's "Style Network" and in music-video reels at both American Eagle and Journey's stores across the country. For nearly a decade, the band has remained tireless road warriors on the concert circuit averaging 140 shows a year.

For more information on **Fireflight**, visit www.fireflightrock.com or www.providentpress.com.

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