



FOR IMMEDIATE RELEASE

FIREFLIGHT SHOOTS MUSIC VIDEO IN NASHVILLE
FOR HIT SINGLE “UNBREAKABLE”

Band’s Video is First to Use RED ONE Camera Technology in Nashville Shoot

(NASHVILLE, Tenn.) January 28, 2008 – Orlando-based rock band **Fireflight** recently shot a high-intensity music video featuring car crashes, tragic characters and the band’s commanding live performance of its current radio smash “Unbreakable.” Shot inside a commercial steel warehouse by **Ruckus Film** in east Nashville, the “Unbreakable” video is the first in town to use the RED ONE camera technology. Having four times the resolution of a High Definition camera, RED ONE is being called Ultra High Definition. “Unbreakable” is the first single and title track off Fireflight’s anticipated March 4 sophomore album release, and is currently ranked the No.3 song in the country on Christian Rock radio.

Fireflight’s “Unbreakable” music video will premiere on various cable networks in February. The shoot was directed by Wes Edwards and produced by Brittany Hailes. The RED ONE camera has been used by Academy Award winning directors Steven Soderbergh (“Ocean’s Eleven,” “Traffic,” “Solaris”) and Peter Jackson (“Lord of the Rings,” “King Kong”).

“Fireflight is an incredible performer and the band gave 100% on each and every take,” said director Wes Edwards. He adds, “The set was so fun and relaxed that it never felt like work. And on top of all that, the footage looks killer.”

The band’s new hit song has been creating tremendous momentum for the forthcoming album. In November 2007, “Unbreakable” was promptly selected by the NBC network as the anthemic soundtrack for the promo spots of primetime TV show “Bionic Woman.” The spots aired during Nov. sweeps, and extended into the promotion of NBC’s entire Wednesday night lineup.

Fronted by female vocalist Dawn Michele, Fireflight’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. Fireflight averages 140 shows a year, and has delivered two No. 1 rock singles “You Decide” and “Waiting” off its 2006 debut album.

For more information on Fireflight, please visit www.fireflightrock.com, www.myspace.com/fireflight or www.flickerrecords.com. For more information about RED ONE, please visit www.red.com.

###

For more information, contact:

Print, TV, Talk Radio, contact: Alisha McArthur, 615/261-6330, alisha.mcarthur@pmgsonybm.com.

Download photos at <http://www.flickerrecords.com/press/Fireflight/Unbreakable/>.