



FOR IMMEDIATE RELEASE

ROYAL TAILOR BREAKS OUT FIRST MUSIC VIDEO
“MAKE A MOVE” FROM NATIONAL DEBUT *BLACK & WHITE*

Black & White Peaks at No. 1 on iTunes Christian & Gospel Albums Chart

Album's Title Track Featured As iTunes Discovery Download

(*NASHVILLE, Tenn.*) June 10, 2011 – Pop/rock band **Royal Tailor** (Essential Records) has been hard charging toward last week's release of its national debut project, ***Black & White*** (5/31). The band continues to promote the album by launching a music video for “Make A Move,” while the record itself is making an impact on multiple sales charts.

The “Make A Move” video, which debuted on www.RoyalTailor.com last week, was directed by Ry Cox along with director of photography Joseph Anthony Baker. The video showcases **Royal Tailor's** potent mix of music and message, featuring choreography by Nick Bass, whose credits include work with Michael Jackson, Janet Jackson, Justin Timberlake, Britney Spears and Madonna.

Adding to the album's momentum are early sales numbers, with ***Black & White*** debuting at No. 1 on the iTunes Christian & Gospel Albums chart. The record also reached No. 21 on iTunes Top Albums chart, which includes projects of all genres. ***Black & White*** landed at No. 6 on SoundScan's Current Contemporary Christian Overall Chart as well.

The disc's title track, “Black & White,” was selected as the iTunes “Discovery Download” from May 31 to June 7, a coveted spot that highlights new music from up-and-coming artists by offering a free single to listeners.

Produced by Aaron Lindsey, Chuck Butler, and Daniel Kinner, ***Black & White*** showcases **Royal Tailor's** distinctive musical blend, highlighting influences that range from Bruno Mars to Maroon 5 to Michael Jackson. The result is 11 high-energy tracks that make audiences want to dance, pray, shout and sing along. **Royal Tailor** is currently debuting new music from ***Black & White*** on the road, having just wrapped up the 20-city “The Overcome Tour,” which also featured Fireflight, After Edmund and Hyland.

About Royal Tailor

With a contagious blend of pop, R&B, hip hop and rock, **Royal Tailor** is a high-energy band and music ministry reaching out to a new generation of students suffering from symptoms of a visionless life. The four-member band - made up of Tauren (lead singer), DJ (guitar), Blake (bass) and Jarrod (drums) -- met while in school in Indianapolis and began to hone its sound while playing for churches and youth groups around the country. In just under two years, **Royal Tailor** has performed more than 300 shows, most recently playing at the Nashville GRAMMY Chapter's Block Party stage alongside artists including Old Crow Medicine Show and The Civil Wars.

-more-

For more information on the band and its forthcoming project, visit www.RoyalTailor.com, www.facebook.com/royaltailor or follow the band on Twitter at twitter.com/royaltailor.

###

For more contact:

Jacquelyn Marushka / 615-261-6500 / pr@pmgsonymusic.com or

Mandy Parsons / 615-790-8034 / mandy@savvymediasolutions.com

Also, visit www.providentpress.com for more artist information and press materials