

FOR IMMEDIATE RELEASE
SEPTEMBER 10TH, 2009

**SUGAR RAY WORKS “DAY ‘N’ NITE” LIVE...AS DIGITAL EXCLUSIVE
NEW SINGLE TO DEBUT SEPTEMBER 22ND
FALL TOUR STARTS 9/11/09**

“...on their sixth album they’re still turning out pop rock so good-natured it practically gives you a big smile and a fist-bump.” – Rolling Stone Magazine, 9/3/09

Sugar Ray gears up for their next round of US tour dates in Seattle, September 11th, in ongoing support of *Music For Cougars*, the multi-platinum quintet’s long-awaited recently released cd. A just-recorded live remake of rapper Kid Cudi’s song “Day ‘N’ Nite” will be made available to fans as an exclusive digital single download on September 22nd. The release is in response to the overwhelming crowd reaction the band’s live performance of the song receives at each show.

“...their full-on remake of up-and-coming rapper Kid Cudi’s stoner anthem “Day N Nite” made for the night’s most interesting-yet-awesome surprises,” noted Neon Limelight from the band’s Baltimore show at Rams Head Live. “Injecting it with sonic mixture of rock, reggae, and pop, they transformed the hip hop song as if they had written it — and made it even more spectacular than the original.”

“Sometimes you just hear a song and it blows your mind,” lead singer Mark McGrath said of the record. “You’re like ‘Damn, I wish I wrote that.’”

MUSIC FOR COUGARS was released on July 21st from new label home Pulse/Universal/Fontana. This is the sixth release for the fun-loving gang whose career has been marked by sales of over 12 million cds and a string of monster hits including “Fly,” “Every Morning,” and “When It’s Over.”

It’s been over five years since Sugar Ray’s last release, and in addition to a string of national tour dates, the band wasted no time packing their promotional schedule which included recent appearances on **The Tonight Show with Conan O’Brien, Live with Regis & Kelly, The Today Show, The Howard Stern Show/Sirius Radio** and a special live outdoor performance on **Fox & Friends** on the plaza of the News Corporation Building on Avenue of the Americas (6th Avenue). Delighted fans crowded the entrance to the building as the band’s familiar sounds of summer flowed from the stage. Appearances on **Extra, Spike TV, Sirius Radio’s The Pulse, Fox Good Day LA and Fox Good Day NY, and CNN**, are among the many bookings to date.

In addition to multiple television appearances, the virtual world celebrated the band's release in a big way. AOL premiered the album with a full stream and a slideshow of the band's all time favorite cougars. Sugar Ray joined Madonna, Prince, Michael Jackson, and many other rarified artists with their own dedicated iTunes essentials playlist. Napster featured playlists curated by the band of their favorite songs; Amazon included the album in their popular deal of the day program, and Amie Street featured a free giveaway of "Closer" from the album in a dedicated email.

In keeping with Sugar Ray's good-time, party-all-night vibes, *MUSIC FOR COUGARS* captures the band's signature summery, upbeat sounds--infectious island rhythms, funky hip-hop grooves and irresistible melodies, once again blending their own unique pop/rock cocktail.

People Magazine noted in a recent review, "...the SoCal party dudes have picked the perfect season to return...their music has always been made for summer slacking, and breezy, beach-ready ditties like the first single, "Boardwalk" go down as smoothly as a frozen daiquiri."

Other tracks include the dance-'til-you-drop "She's Got The ...(Woo-Hoo)," a percolating mix-up that never stops; "Love is the Answer," a mid-tempo, sun-kissed anthem to romance and a surprise reggae-inspired remake of the Phil Everly penned/ Eddie Hodges recording of the pop smash "(Girls Girls Girls Are) Made to Love," featuring Collie Buddz. The entire cd is pure classic Sugar Ray with a totally modern feel.

Recorded at Pulse Studios in Los Angeles and produced by Pulse founder/label head and acclaimed producer Josh Abraham, and Luke Walker, **MUSIC FOR COUGARS** features guest appearances by Rivers Cuomo, Donovan Frankenreiter, Josh Freese, Dean Butterworth, Wayne Jobson and Tim Pagnotta, in addition to Collie Buddz.

Sugar Ray launches the new digital single with the next leg of their tour which begins next week. Please see dates listed below.

Band lineup is:

Craig "DJ Homicide" Bullock: DJ * Stan Frazier: drums * Murphy Karges: bass guitar * Mark McGrath: vocals *Rodney Sheppard: guitar

About Fontana: Fontana Distribution, the independent arm of UMGD, provides unparalleled sales and marketing support, as well as back office services, for a diverse roster of labels and their artists. Fontana distributes more than 100 labels including American Gramophone, Delicious Vinyl, Downtown, Eagle Rock Entertainment, Federal, Ipecac, Last Gang, Ministry of Sound, Modular, MySpace Records, Nitro, Six Degrees, SMC, Strange Music, Trustkill, Vagrant Records, WH1 Classic Records and VP Records, among many others. In addition, Fontana distributes select projects from UMG labels worldwide.

<http://www.sugarray.com>

TOUR DATES:

9/11 - Seattle, WA @ Showbox
9/13- Arcata, CA @ Humboldt State University East Gymnasium
9/14 - Sacramento, CA @ Empire
9/15 - San Francisco, CA @ Grand Ballroom
9/16 - Santa Cruz, CA @ The Catalyst
9/18 - Newport Beach, CA @ Taste of Newport
9/19 - Santa Margarita, CA @ Pozo Saloon
9/20 - Ventura, CA @ Ventura Theater
9/22 - Tucson, AZ @ Rialto Theater
9/23 - Phoenix, AZ @ The Marquee
9/24 - Las Vegas, NV @ House of Blues
9/25 - San Diego, CA @ Hard Rock
9/26- Los Angeles, CA @ House of Blues

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