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Media Release

Contact: Steve Glum (858) 200-5813

steve@passmorelab.com

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FOR IMMEDIATE RELEASE

***Plain White T's Smash Hit "Rhythm of Love"
Now in 3D with PassmoreLab***

Band Releases First 3D Video on Eve of North American Tour

Los Angeles, CA (Jan 21, 2011) – Chicago rock band *Plain White T's* have released the 3D video for their hit "Rhythm of Love," it was announced today in a joint statement by San Diego-based 3D Production Studio PassmoreLab, Plain White T's and Hollywood Records.

"Rhythm of Love," the first hit off the band's newly released album, **Wonders of the Younger**, will be the band's first-ever video in 3D. The 2D version is currently spinning on MTV. The single, which hit #1 on the iTunes Rock Album chart, is currently a top ten hit at radio and has already been certified Gold in the US. Sales of the song are far outpacing those set by the band's previous hits "1,2,3,4," and "Hey There Delilah," which have sold over 5 million copies combined. The *T's* recently performed "Rhythm of Love" on Good Morning America, The Tonight Show with Jay Leno, Lopez Tonight, and will make a guest appearance on The View February 23 in support of their hit single and the band's upcoming **Wonders of The Younger** North American tour, that kicks off on January 27 in Milwaukee, WI.

Plain White T's frontman Tom Higgenson says *Wonders of The Younger* is a collection of songs designed to create a feeling of nostalgia. "We wanted to take our fans to an unexpected place with the record, and that carries through to the 3D video version of "Rhythm of Love," says Higgenson. "You feel like you are on that beach, right there next to us."

PassmoreLab's 3D technology was used during production. "It really works well in 3D, and surrounds the viewer with a feeling of summer romance," says Steve Glum, PassmoreLab's head of Branding & Distribution.

PassmoreLab has been very busy in 3D rock video production lately, producing all 3D on *Slash's* #1 Rock Album video for "By the Sword" with *Andrew Stockdale*; on *Semi Precious Weapons* award-winning "Magnetic Baby", currently on tour with Lady Gaga; on punk-rockers *Osaka Popstar & the American Legends of Punk* on "Wicked World"; on Rock 'n Roll Hall of Famer *Sammy Hagar* on "Loud"; and is also in pre-production on "Run You Down", the first 3D video for Hollywood Records' all-girl teen rockers *Cherri Bomb*.

Plain White T's "Rhythm of Love" 3D music video is now available for distribution worldwide, and can be seen on the new Mitsubishi 3D reel in over 11,000 North American retail locations.

About PassmoreLab

Passmorelab, the San Diego-based multi-media 3D production studio, has the world's largest library of 3D content available for licensing. The studio custom-designs and builds its own RED camera 3D rigs for both conventional and rugged film productions. Passmorelab's proprietary technology for state-of-the-art 3D post production is known in the industry for quick turnaround times and competitive costs. Additional offices in Russia and the Philippines. More at www.passmorelab.com. Inquiries: Steve Glum, [steve\(at\)passmorelab\(dot\)com](mailto:steve(at)passmorelab(dot)com)

About Plain White T's

www.plainwhitets.com

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