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NEW KIDS ON THE BLOCK SHOW LOVE FOR THEIR FANS WITH ULTIMATE VALENTINE'S DAY ANNOUNCEMENT MORE DATES ADDED TO *THE PACKAGE TOUR*!

LOUISVILLE, KY (February 14, 2013) – In the spirit of Valentine's Day, New Kids on the Block are showing their fans just how much they love and adore them by adding a string of new dates to the **PACKAGE TOUR** with **98 DEGREES** and **BOYZ II MEN**. Eleven heart pumping dates have been added including a stop in Louisville, KY at the KFC Yum! Center on Monday, June 24 at 7:30 p.m.

Reserved tickets for the Louisville show, \$93.50, \$73.50, \$52.50 and \$32.50 (plus applicable fees) go on sale to the public on Saturday, February 23 at 10:00 a.m. at www.Livenation.com, www.Ticketmaster.com, the KFC Yum! Center box office and all Ticketmaster outlets. Charge by phone at 1.800.745.300.

During a whirlwind press tour surrounding the announcement, it was clear the three bands were in for one crazy ride this summer. The chemistry between the bands as well as their teams was evident. Using both traditional and digital outreach, the bands, their management and Live Nation national and local were able to formulate a campaign to maximize exposure, resulting in unprecedented ticket sales.

After announcing **THE PACKAGE** on *The View*, NKOTB, 98 Degrees and Boyz II Men set out on a day long media blitz stopping by outlets like *Access Hollywood*, *CNN*, *E!*, *ET*, *EXTRA*, *OMG! Insider*, *VH1 Big Morning Buzz*, *US Weekly* and *Rolling Stone*. They then wrapped the day with a fan event at Irving Plaza in which each band gave admirers a taste of what is to come. Over the screams of a packed Irving Plaza, it was obvious that people couldn't wait for **THE PACKAGE**.

"Wow! We are overwhelmed by the love and support that has come from us announcing this tour," Donnie Wahlberg of the New Kids on the Block said. "We can't wait to come to your city and give you "The Package."

Please visit www.ThePackage-Tour.com or Ticketmaster.com for up to date information or join the discussion at #thepackagetour.

New Kids On The Block

NEW KIDS ON THE BLOCK sold more than 80 million albums worldwide -- including back-to-back international #1 songs, 1988's *Hangin' Tough* and 1990's *Step By Step* -- and a series of crossover smash R&B, pop hits like "You Got It (The Right Stuff)," "Cover Girl," "Didn't I (Blow Your Mind This Time)," "Hangin' Tough," "I'll Be Loving You," "Step By Step" and "Tonight." The group shattered concert box office records playing an estimated 200 concerts a year, in sold out stadiums throughout the world. They still hold many of these records to date. They were Forbes highest paid entertainers of 1990, beating out Michael Jackson and Madonna. The band boasted an extensive and highly profitable merchandise line which included everything from lunch boxes and sleeping bags to comic books, marbles and dolls. More Information is available at www.nkotb.com.

