



The last few years have been busy ones for **Frankenstein 3000**. After promoting their third full-length release, the well-received *Where Do We Go From Here*, for the good part of 2009, culminating with the band headlining the Love & Rockets Tribute CD Release Party, they spent a few months working on their second covers album and things did not slow down in 2010. Early in the year **Frankenstein 3000** unleashed *They'll Be Waking Up Soon* to more positive reviews; they served as the back-up band for legendary Dead Boys guitarist Cheetah Chrome as well as ex-Bongos leader Richard Barone; they put their unique stamp on songs by Queen, Devo, The Cars and Alice Cooper for a tributes on Main Man Records; they played numerous shows with David Johansen, recent Rock And Roll Hall Of Fame inductee Dennis Dunaway, The Batusis, Steve Conte & The Crazy Truth, Skid Row, Blue Coupe and a highly successful benefit show headlined by members of Bon Jovi; and front-man Keith Roth landed the lead role in an independent film, *Let Me Down Hard*. Throughout it all **Frankenstein 3000** still found the time to record their strongest collection of songs yet.

Method To Our Madness features 16 tracks, some of which have been revisited from earlier releases. Long-time fans may recognize titles like "Going Away", "Everybody Else" and "Panic In Needle Park", but the band feels that this is the first time these songs are being properly represented. "We decided to polish up some old gems, quite a few we had played live for a long time but never released" says guitarist/vocalist Keith Roth. "We always get a great response at our shows, but so many people have said our records haven't done the material justice. I think everyone will agree this is the closest we're gonna come to our live sound and it just so happens this is my favorite of all our records." Drummer Clint Gascoyne agrees. "We've never worked with outside producers, but we really took control of our sound on *Method To Our Madness*. We paid closer attention to guitar tones, got a nice big drum sound and a rumbling bottom end. We wanted the kind of album you crank up in your car and just can't turn off, even after you get to where you're going. We definitely accomplished that." Lead guitarist Tommy Tafaro views *Method To Our Madness* as a new beginning for **Frankenstein 3000**. "Something about making this record felt more relaxed and natural than any one before. We took our time and did it right and the results are undeniable. There's no filler on this record and with 16 songs, that's really saying something." "You know when you do something you're really proud of and you can't wait to tell everyone you meet about it?" asks bassist Eric Hoagland. "That's how I feel about *Method To Our Madness*. This is the proudest I've ever been of one of our records. I probably say that every time because it's true at the time, but this is far and beyond anything we've done before."

Method To Our Madness includes songs that **Frankenstein 3000** contributed to the film *Let Me Down Hard*. "Revolution (Coming Of Age)", which opens both the movie and the album, sets the stage with a catchy sing-along chorus. It's followed by "Going Away", an older **Frankenstein 3000** song that *Let Me Down Hard* director Billy DeVizia insisted on using in the film. *Method To Our Madness* also features a cover of the Velvet Underground favorite "What Goes On", the almost-psychedelic "Panic In Needle Park", the teetering-on-punk-rock "Border", the lyrical experiment in contradictions "It's All Wrong", the whirling dervish also known as "Johnny Roe" and the paean to beating the odds

“Losing This Round”.

Frankenstein 3000's own studio, Planet Griershaft, has provided the band with the freedom so many of their peers strive for. It granted them the time to rehearse a song and record it as soon as the vibe was right. Clint explains “At a pro studio you're always looking at the clock, worrying how much money is being spent. We decided to spend the money ahead of time, bought some recording equipment and learned how to get the best results out of it.” In addition to recording *Where Do We Go From Here*, *They'll Be Waking Up Soon* and *Method To Our Madness* there, **Frankenstein 3000** recently hosted sessions with such artists as David Johansen (New York Dolls), Richard Barone (The Bongos), Kathleen Hanna (Bikini Kill/Le Tigre) & Peaches, Kenny Aaronson (Billy Squier) and Kim Warnick (The Fastbacks) for an upcoming Runaways tribute on Main Man Records. “The label was so impressed with the sound of *Method To Our Madness* that they approached us about being a sort of house band for their Runaways tribute” says Keith. “so we ended up backing these great artists. We hope to do more stuff like that on Planet Griershaft.”

Keith Roth, whose reputation in radio spans almost 15 years, believes *Method To Our Madness* is not only **Frankenstein 3000**'s best, but also their most important record to date. “We made the record we always wanted to make. I'm looking forward to many new ears getting turned on to our sound”. Having worked at Sirius/XM satellite radio for the past 10 years, hosting shows on Octane, Buzzsaw, Disorder, Left Of Center, First Wave and currently Hair Nation, he's no stranger to the hard work and perseverance bands need to get their music heard. He's interviewed countless legends on his specialty radio show, The Electric Ballroom (heard on WRAT 95.9): musical royalty from the likes of Joey Ramone and Joe Strummer to Rudy Ray Moore and Robert Plant and everyone in between – Keith has heard first-hand the wisdom of the elder statesmen of rock 'n' roll. “Talking to these luminaries has made me realize that music should be made for yourself first and foremost. If you dig it there will be people out there that are gonna dig it with you.”



Keith Roth (guitar, vocals) **Clint Gascoyne** (drums) **Tommy Tafaro** (guitar, backing vocals) **Eric Hoagland** (bass, backing vocals)

Method To Our Madness will be released in both physical form and digitally on May 17th, 2011. In anticipation of the inevitable positive response to *Method To Our Madness*, **Frankenstein 3000** will be available for radio and print interviews and whatever else it takes to get their songs into the ears of the music-loving public.

Contact: booking@frankenstein3000.com

Website: www.frankenstein3000.com

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