

# GUILTY METHOD



**GUILTY METHOD'S:  
NEW ALBUM WILL  
BE 'DARKER' AND  
'HEAVIER' THAN  
'FALLEN'  
More on PG 4**



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LETTER FROM THE  
PRESIDENT/CEO  
ON PG 1**



**STORE  
ANNOUNCEMENT  
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## REPORT

**Welcome** to Guilty Method's first digital annual report. Just as we are transforming our organization to better serve our customers, we are also transforming the way we deliver information to you. I am pleased to report that Guilty Method had a solid year, proudly serving 40 million Americans.

Our performances weathered new levels of competition and maintained solid enrollment levels in the western Pennsylvania market, while achieving strong results in West Virginia, Delaware and central Pennsylvania. We made significant progress with our financial turnaround of the eight bands in the metal Network, while continuing to make strategic investments in their people and facilities. Our diversified businesses in performing arts, merchandising also made considerable strides.

2019 will be a year of transition for our organization as we accelerate the pace of change with which we adapt to a dynamic marketplace and evolving consumer needs. Our companies have spent the past five years making investments in new capabilities that have positioned us well to do what's right for our customers and the communities we serve. Our goal is to be an organization where fans and band members work together to help perform awesome shows all around the world; where the cost and quality of music are transparent; where technology makes it easier for people to navigate the system; and where concerts is affordable, so families don't have to worry about paying for services.

In February 2015, Guilty Method Chairman Brian Manson stepped down from our Board and from the Board of Guilty Method Inc. after 35 years of service. Brian dedicated himself to our mission and our people. We have prepared a video tribute to show our appreciation for his distinguished service and to say thank you.

Our companies' more than 35,000 employees are committed to our mission, vision and values. We know that health care is personal, and we are determined to create a more accessible, affordable and effective health care system that works for everyone.

Thank you for your interest in Guilty Method  
Sincerely,

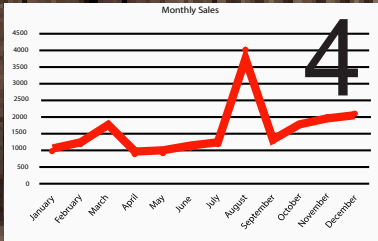
*Kevin Young*  
**Kevin Young**







## GUILTY METHOD'S: NEW ALBUM



## Sales Report



## Store ANNOUNCEMENT





**Subject Line:** Robert Wood,  
Director of Marketing

We are thrilled to announce the **promotion** of Robert Wood to Director of Marketing in the Corporate Communications department. Robert joined the company five years ago and has advanced through progressively more responsible positions in both the Advertising and Sales departments, where he has played a key role during our transition to our newly acquired digital sales and marketing technology.

Robert thus brings a wealth of experience to the Corporate Communications department, and we are excited about his new role at the company.

Please join us in welcoming Robert to Corporate Communications and congratulating him on his promotion.

Best regards,

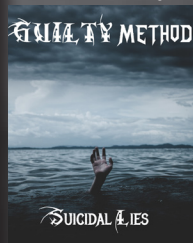
BOB SMITH



# PREVIEW

## GUILTY METHOD'S: NEW ALBUM WILL BE 'DARKER' AND 'HEAVIER' THAN 'FALLEN'

So far, we already know that Guilty Method frontman Brian Williams has been writing the band's next album since February, and that Robert Lucas will make a return for it. Aiming for a 2020 release, Williams says the new album



*Guilty Method's  
Newest Suicidal Lies  
Album Cover*

will be "darker" and "heavier" than their last effort, 2018's *Fallen*. The vocalist provided a little more insight on the next record in an interview with *Revolver*.

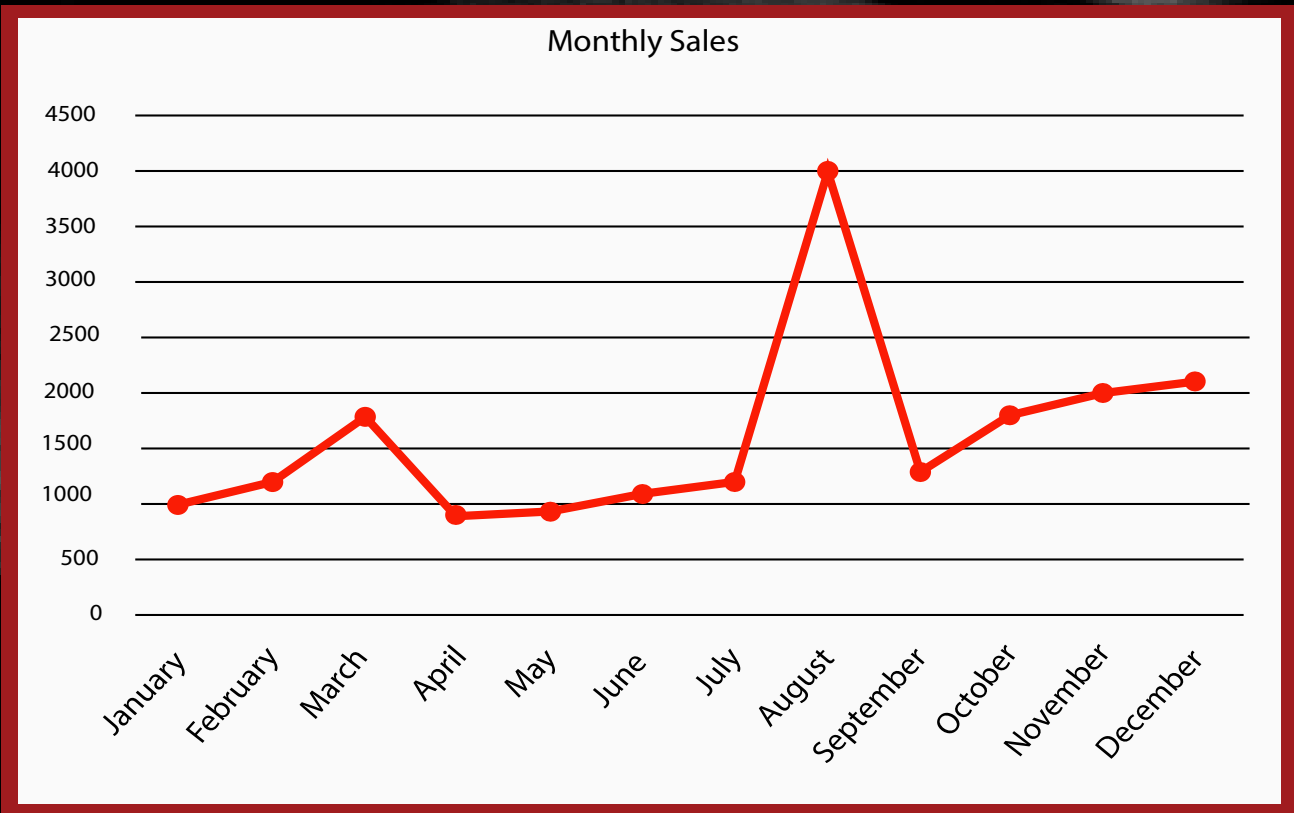
"I want to make a **different** record from *Fallen*. I want it to feel different," Williams explains. "I definitely have a darker, heavier record in mind." He admits that *Fallen* was more "ballad-heavy," and that the new album will relate more to their 2015 release *Not Forgotten*.

"I have always pushed myself to write the songs that we don't have instead of going back," he continues. "I can regurgitate. I grew up with metal. It's in my DNA, so I can formulate death-metal lyrics easily. But I try not to repeat myself on that."

Williams says that in addition to being a musician, doing a movie has always been one of his goals. "Any chance I can have to do that, I'm definitely grabbing it," he affirms. The idea would be to make a full-length film similar to his video series about Robert Lucas and the other characters the band members have adopted. Williams compares the notion of doing a biographical movie about the band to "premature ejaculation," as he thinks Guilty Method is too young to tell their story yet.

Guilty Method are currently on tour with Bloodshed for the European leg of their Clown Tour, and recently announced a fall U.S. tour with Max Suffocation.





We are proud to announce that sales for 2018 started low but toward the end it started to pick up so for the remaining of 2019 let's make that line continue to go up. Here is a progress report on the details of your contracted Writing Seminar to upgrade employee skills to be conducted by you March 5, 6, and 7, 199X, on our premises. Seminar announcements were sent to our 54 departments on February 1. Twenty registrants from 15 departments are confirmed. Training Room C has been scheduled from 9:00 a.m. to 5:00 p.m. for March 5, 6, and 7. Memos to departmental supervisors were sent on February 15 to explain cost center billing. Like a lot of good music, Riot Fest began in a basement, when a rabid fan wanted to connect his favorite bands with like-minded music lovers in Chicago. Fifteen years and 1,500+ bands later, Riot Fest returns to Douglas Park with a stacked

BLINK-182, after having to cancel its Riot Fest 2018 show due to health issues, return to play this year's festival. SLAYER will perform its final Chicago and Milwaukee show at Riot Fest, and the recently reunited BIKINI KILL — widely considered to be the pioneer of the riot grrrl movement — will join the ranks of

unforgettable Riot Fest reunion shows. What's more, THE RACONTEURS will perform in Chicago for the first time in 11 years, and Riot Fest alumni RISE AGAINST, who played the first outdoor Riot Fest in 2012, will join the party as well.

Special to 2019's event, Riot Fest attendees will not just get to see SLAYER perform its final Chicago and Milwaukee shows, but also witness THE B-52S' last Chicago show — plus, fans will be treated to rare full album performances by returning Riot Fest favorites THE FLAMING LIPS (performing “Yoshimi Battles The Pink Robots”) and WEEN (performing “The Mollusk”). BLOC PARTY will perform “Silent Alarm” in celebration of the album's 15th anniversary, and the recently reunited AVAIL will perform “Over The James” from start to finish, adding to a total of 13 album performances this year.



# STORE ANNOUNCEMENT

Now Introducing  
New T-Shirts

ONLY  
\$29.99

Get Yours  
Today!

This is one of our new t-shirt designs. you can pick them up at [guiltymethod.com](http://guiltymethod.com) or stop by one of our shows to pick one up you can also pick one up in the front lobby . They are only \$29.99 each. They are available now.

## Shipping Info

All products are printed to order.

If you place your order now, it will ship on or before June 03, 2019.

Please allow additional 3 - 6 business days for standard shipping.

Expedited or Rush shipping may be available depending upon the product(s) selected and the destination country.

Shipping costs start at:

\$3.99 for the first apparel item and \$2.00 for each additional apparel item.

Products are fulfilled in the US

## Return Policy

If you're not 100% satisfied, let us know and we'll make it right.

[www.guiltymethod.com](http://www.guiltymethod.com)







### **Your business is one of a kind. Now your business card can be, too.**

This is our business card from the president/ ceo kevin young the email and phone number is the quickest way to get in touch if you have any questions. Also the phone number/ email listed can be used to order more business cards as needed. They are available now but call or email kevin in advance so he can order you enough cards. They will be ordered as needed.

With a fresh box of professional business cards comes confidence – the knowledge that you’re prepared for every opportunity that comes your way. Whether you’re making first impressions, rewarding regulars with a loyalty card or giving satisfied clients your contact info for next time, we’re here to help you look and feel ready to impress.

#### **Papers & details – you’ve got options**

To begin creating your card, select your preferred paper thickness (standard, premium or premium plus), paper stock (matte or glossy) and corner style (standard or rounded) from the options above.

As you design, we’ll offer you a wide range of personalization options – including paper stocks and finish options – that could work for your style, business and budget, such as:

**Standard:** matte, glossy, uncoated, pearl, metallic

**Premium:** matte, glossy, uncoated, pearl, linen, natural textured, soft touch, metallic, spot UV

**Premium plus:** matte, glossy



# Hi Employees,

This note is to thank you for doing an **outstanding job** in collecting the data the department needed to determine the features our customers most wanted in the new product release. Yes, I know your job is data collection and analysis, but you really stepped up on this project.

The new process you used to collect the customer feedback gives me confidence that we've done the best job possible to identify the right features. The product team has also expressed their satisfaction with your new collection method.

I've never seen them so interested in implementing features recommended by marketing. This is a big plus for our whole department. So, thanks once again. I really appreciate your top notch efforts on behalf of our department.

Sincerely,

John Bishop

