

APRIL 21, 2011
FOR IMMEDIATE RELEASE

**FIRST EVER ROCK N ROLL SELF HELP BOOK DEBUTS AT #4 ON
NEW YORK TIMES BESTSELLER LIST
SIXX:A.M. SINGLE NABS TOP 5
CHART POSITION**

***“THIS IS GONNA HURT: PHOTOGRAPHY AND LIFE THROUGH THE DISTORTED
LENS OF NIKKI SIXX” (WILLIAM MORROW) ARRIVES AT #4, WHILE SIXX:A.M.’S
“LIES OF THE BEAUTIFUL PEOPLE” COMES IN AT #5 AT ROCK RADIO***

(New York, NY) – The already two-time *New York Times* bestselling author Nikki Sixx’s latest offering, “This Is Gonna Hurt: Photography And Life Through The Distorted Lens Of Nikki Sixx” (William Morrow) has just bowed in the #4 spot on *The New York Times Best-Sellers* list. Written as a tribute to Sixx’s institutionalized sister, the book (and companion album) explores what true beauty is and embraces our own power around that. Written entirely by Sixx with no ghostwriter, the book is part journal, part memoir, and part social commentary and features his original photography. Sixx is currently on a national book-signing tour, please see below for upcoming cities/dates. He continues to host his syndicated radio program Sixx Sense and The Side Show Countdown With Nikki Sixx (www.sixxsense.com)

"In a world of YouTube overnight sensations, Nikki Sixx has shown that he is quite the contrary. A two-time bestselling author, rock icon, and overall creative force, Nikki comes into his syndicated radio show, Sixx Sense, every day with the intent of raising the quality bar higher than even the day before. He is an inspiration to us and his fans and a testament to hard work, creativity and originality and it shows in his #1 ratings in his time slots in markets like LA, Denver and Portland. With his second Top 5 single and second bestselling book, it's a pleasure to be working with one of the most talented and creative minds in entertainment today," said SVP Programming for Premiere Radio Networks Jennifer Leimgruber.

Sixx’s “other band”, Sixx:A.M. is currently enjoying success with the track “Lies Of The Beautiful People.” Also entitled THIS IS GONNA HURT, the album is due out May 3rd via Eleven Music. Sixx:A.M. is James Michael (vocals), Dj Ashba (guitar) and Nikki Sixx (bass).

<http://Sixxammusic.com> will launch in conjunction with the record, offering fans an up close and personal online relationship with the band for the first time.

"I am grateful and inspired that I have the opportunity to touch people in a unique way with my book THIS IS GONNA HURT and with the music I create with James and D.J. in Sixx:A.M. Traveling around the country, meeting fans and hearing their stories in person and on my radio show has reenergized my commitment to creating honest and inspirational content that not only serves my own creative purposes but can help and touch others as well," Said Nikki Sixx.

See **THIS IS GONNA HURT: THE DOCUMENTARIES FROM NIKKI SIXX AND SIXX:A.M.** premiering on Hulu <http://www.hulu.com/this-is-gonna-hurt-the-documentaries>

"This Is Gonna Hurt"/Nikki Sixx book tour:

Monday, May 2nd -- Ridgewood, NJ

Time: 7:00pm

Location: Bookends; 211 E. Ridgewood Ave.; Ridgewood, NJ 07450

Tuesday, May 3rd -- New York, NY

Time: 7:00pm

Location: Borders Columbus Circle; 10 Columbus Circle; New York, NY

Wednesday, May 4th -- Washington DC

Time: 6:00pm

Location: Barnes and Noble; 555 12th Street NW; Washington, DC 20004

Thursday, May 5th -- Philadelphia, PA

Time: 6:00pm

Location: Barnes And Noble; 1805 Walnut St.; Philadelphia, PA 19103

Friday, May 6th -- Boston, MA

Time: 7:00pm

Location: Boston University Book Store; 660 Beacon Street; Boston, MA 02215

Saturday, May 7th -- Toronto, ON

Time: 7:00pm

Location: Chapters Festival Hall; 142 John Street; Toronto, ON M5V 2E4

Sixx's book signings have become emotional experiences frequently lasting until well after store closing. Sixx embraces the feedback from his fans and often engages in conversations that he says is as helpful to him as his work is to his fans. See what they are saying to Nikki...

Debbie:

"Nikki, You are such an inspiration to others and I think that it is great that you are willing to share your life history. I work with adolescents who have turned to substance abuse in order to deal with their trauma and your book "The Heroin Diaries" helped me realize why they used to escape and find comfort in using. I am excited about "This is Gonna Hurt." Nikki, I have a lot of respect for you as a person and I think you're a great!!!!!"

Cherie (Queensland Australia):

"I watched every episode of several of your subjects (i.e., the Goddess Bunny) after I Google'd and found an 11 part documentary. I cried through a lot of them and felt there were similarities between us. I have never been comfortable in my own skin either. I have been just about every stage from chubby to fat to morbidly obese in my 45 years of life. I even attempted suicide at one stage. I have been called everything from 'pig in lipstick' to 'the fat chick' to 'lard-ass,' and many others. I am only coming to terms with myself as I get older and discover how much I am truly loved. You have been a very positive influence on my life with your tweets and facebook

page. You try to keep things positive and in turn, I have tried to stay positive as well. It's not always easy, but that is one of the goals I have. I believe I am influencing others to see the positive as well, watching how many followers I now have on Twitter increasing daily. Thank you for the inspiration Nikki. You are a true treasure as a human being. I'm so glad you were revived after your OD so you can continue to inspire us in the days and years to come. Much respect and love."

Brian:

"Nikki, just want to say thanks for all the great music. You inspired me to play bass guitar. You also inspired me to beat my alcohol addiction. I now use your experience and mine to teach my daughter that you can have everything in life if you work hard and believe in yourself. Thanks again and keep making great music."

Amy:

"Do you actually realize just how MANY people you are helping?! (Not just addicts) You're a true inspiration. On May 9th, it will be 3 years since the death of my best friend/husband from a heart attack related to a cocaine overdose. We had been together for 23 years (he had been clean for 25)...he left me alone w/ our two young sons (9 and 2 1/2 @ the time). I've never really felt anger, just devastating remorse...and questions....OMG, the questions! But.....after recently reading (your book), you've opened my eyes to so much...THANK YOU!!! I'm forever thankful for your insight and honesty. You've given me a "peace" that I couldn't seem to find elsewhere. So thankful you are still around for your children and that you're inspiring and teaching others that "Life Is Beautiful". I think I "got it" now.....truly "got it". THANK YOU."

For more information please visit:

www.myspace.com/sixxam

and coming soon <http://Sixxammusic.com>

and follow Nikki on twitter: [@NikkiSixx](https://twitter.com/#!/nikkisixx) <<http://twitter.com/#!/nikkisixx>

[Facebook/Nikki Sixx](https://www.facebook.com/nikkisixxofficial) <<http://www.facebook.com/nikkisixxofficial>

For more information, please contact:

Carise Yatter/Hired Gun Media

917-301-6664 or cyatter@gmail.com

For Tenth Street Entertainment/Eleven Seven Music:

Jill Siegel 212-293-8429 or jills@10thst.com

Corey Brewer 212-293-8430 or coreyb@10thst.com

###