FOR IMMEDIATE RELEASE

JULY 28, 2020

**OLIVER TREE’S ‘UGLY IS BEAUTIFUL’ DEBUTS AT #1 ON BILLBOARD TOP ROCK ALBUMS CHART AND ALTERNATIVE ALBUMS CHART + TOP 15 ON BILLBOARD 200**

**TREE’S DEBUT LP ALSO OPENED AT #1 ON ITUNES & APPLE MUSIC ALTERNATIVE ALBUMS CHART + #3 ALBUM ON ITUNES OVERALL**

**LISTEN TO ‘UGLY IS BEAUTIFUL’:** [**https://olivertree.lnk.to/UglyisBeautiful**](https://olivertree.lnk.to/UglyisBeautiful)

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After much anticipation, **Oliver Tree’s** debut album ‘**Ugly is Beautiful’** has debuted at #1 on both the Billboard Top Rock Albums Chart and the Billboard Alternative Albums Chart, while cinching the #14 spot on the Billboard 200. The album also opened at #5 on both the Billboard Current Album Sales and Top Album Sales charts. **‘Ugly is Beautiful’** also opened at #1 on the iTunes and Apple Music Alternative Albums Charts, and it was the #3 album on iTunes overall immediately following its release. **Listen to ‘Ugly is Beautiful’:** <https://olivertree.lnk.to/UglyisBeautiful>

**‘Ugly is Beautiful’** made impressive debuts overseas as well, making Top 40 entries in the UK (#32 on the UK OCC Albums Charts, his first UK Top 40 release), Australia (#23 on the ARIA Albums Chart), New Zealand (#28 on the NZ Official Album Chart), and Ireland (#38 on the Irish Official Album Chart).

These chart debuts follow a busy week in Oliver’s bizarre and game-changing journey of gifting the world with ‘**Ugly is Beautiful.’** Not only did he break the Guinness World Record for building the world’s largest kick-scooter (which he [crashed](https://www.youtube.com/watch?v=0D2nCEv_9tY)), he also partnered up with his 90’s punk heroes blink-182 for a [rework](https://www.youtube.com/watch?v=_tKaMsrODVo) of his song “Let Me Down,” which debuted at #24 on Billboard’s Hot Alternative Songs Chart. He also entered a [screaming match](https://www.youtube.com/watch?v=tPpsNTAhpUE) with The Needle Drop’s Anthony Fantano on Twitch, and he was called “dense and unappetizing, like a Twinkie squashed under hot car cushions for weeks” by Pitchfork in a deliciously scathing [review](https://pitchfork.com/reviews/albums/oliver-tree-ugly-is-beautiful/).

Watch the official video for album highlight “**I’m Gone,”** in which Oliver becomes literally engulfed in flames: <https://www.youtube.com/watch?v=BLSRufOAHTQ>

**PRAISE FOR ‘UGLY IS BEAUTIFUL’**

*“Injecting humour into everything he does while offering a surrealist escape from the mundane everyday – it’s easy to see how Tree’s outlandishness has made him the digital age’s definitive rockstar.”*

*-****NME***

*“With ‘Ugly is Beautiful’...the Gen-Z jester has declared his arrival onto the internet’s airwaves.”*

*-****Interview***

*“The trickster laureate of pop's viral era…”*

***-MTV***

*“...somewhere between a meme and creative polymath.”*

*-****HYPEBEAST***

*“‘Ugly is Beautiful’ is brimming with such nostalgia-inducing yet daring flashes of genius.”*

*-****Ones To Watch***

**BUY/STREAM ‘UGLY IS BEAUTIFUL’**

<https://olivertree.lnk.to/UglyisBeautiful>

**MORE INFO ON OLIVER TREE**

Website: [https://www.olivertreemusic.com](https://www.olivertreemusic.com/)

Facebook: [https://www.facebook.com/OliverTreemusic](https://www.facebook.com/OliverTreemusic/)

Twitter: <https://twitter.com/olivertree>

Instagram: [https://www.instagram.com/OliverTree](https://www.instagram.com/OliverTree/)