

# UP THE EMPIRE – “Light Rides The Super Major”

[The Cougar Label]

RELEASE DATE: MAY 8, 2007



As the latest one-hit-wonders change on the front pages like a revolving door, what is to be said of who remains?

Built as a collaborative unit that has seen growth and evolution over their past few years, UP THE EMPIRE challenges genres and brings light to the ideals of a band based on passion, integrity and congruity. So now that you're thinking of every band du jour, stop! Turn a 180, and prepare to rock out to the thick sounds of a heavy driving rhythm section, furious guitar tracks and as many as three and four earnest voices at a time. To describe the style that results, one could toss around terms like prog, rock, noise, pop, and indie in reference to the Brooklyn based quartet. However, with bold sounds reminiscent of Dinosaur Jr and Queens of the Stone Age, with undertones of Wilco and even Tom Petty worked in, the category of American Rock N' Roll is more true to the quality this self-made and cohesive band achieves.

After the release of their highly acclaimed EP, “Seaside,” UP THE EMPIRE saw praise from the media and fans nationwide. More recently, the guys spent 6 months recording with producer Jim Bentley at The Fort in Brooklyn. The result, “Light Rides the Super Major,” clearly illustrates the group's signature vocal harmonies and dynamic, often bass-as-lead,

guitar rhythms. This full-length release goes further than previous works by kicking up the caliber meter a few notches with most tracks recorded live with no reverb and little alteration. And the integrity we noted earlier? Making up the band's sound is no one songwriter or one voice, simply a strong group collective drawing off each member's diverse backgrounds, collaborating, then growing together. This is especially noted in the growth of their most recent works with Bentley where you can hear a spacious and natural sound. This musical honesty also rings true in their work ethic: There are a lot of self-made bands but to also manage, produce, and hell, these guys even do most of their own booking - that takes a certain type of pride and responsibility that “fair-weather” band members can't provide.

Just when you thought you could dance a little and assuredly state that UP THE EMPIRE is defiantly noise-pop, the quartet prove that the title of rock be more appropriate with their aggressive, gritty rhythms. Then, more genre-bending throughout the album, sneaking the listener a taste of some of the more folks-y roots of the group, and (not to spoil the ending) the album closes with –yep – more ass kicking.

So now that you are salivating over some good ol' honest music from a band that is less glitz and glamour and more about staying power, what's next? The new full length “Light Rides the Super Major,” on The Cougar Label, is set for release in May 2007. For those of you who just can't wait (we don't blame you) UP THE EMPIRE has the next few months packed with shows for your pleasure including an appearance at SXSW in March. Hello 2007, UP THE EMPIRE has arrived!

***For more information please contact Celeste Tabora at Eight Fifty Seven  
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**UP THE EMPIRE is:**

Doug Keith – vocals, guitar  
Chris Renn – vocals, guitar  
Dan Hewins – vocals, bass  
Ben Lord - drums



**UP THE EMPIRE**

**“Light Rides The Super Major”**

**TRACK LISTING**

1. VOLCANO
2. THIS MACHINE BLOWS MINDS!!!
3. SAD SAD SHOUTING
4. CAREFUL WHAT YOU SAY
5. STARS AT NOON
6. NOT WORKING
7. KEEP WASTING YOUR TIME
8. BREAKING THE LAST WINDOW
9. STARTER MOTOR
10. FEEL LIKE DYING

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