

ELECTRO GROUP GOOD TECHNOLOGY

Label: Clairerecords

Catalog Number: FERN 065

Street Date: September 4, 2006

Format: CD

BARCODE: 808804006521

Track Listing

- Trauma
- The Rule
- Raise Your Head
- Periphery
- August
- Bikini States
- Minutes
- Hong Kong Blues
- Killer Bees
- Two Course March
- The Dawn

Featured Artists

Matt Hull: drums

Ian Hernandez: bass

Tim Jacobson: guitar, vocals

Related Back Catalog Titles

Clairerecords:

Electro Group / St. Avalanche - Split 7", CLE 29

Other Labels:

Umno EP CD (Omnibus)

A New Pacifica CD/LP (Omnibus)

Line of Sight / Allstar 7" (Omnibus)

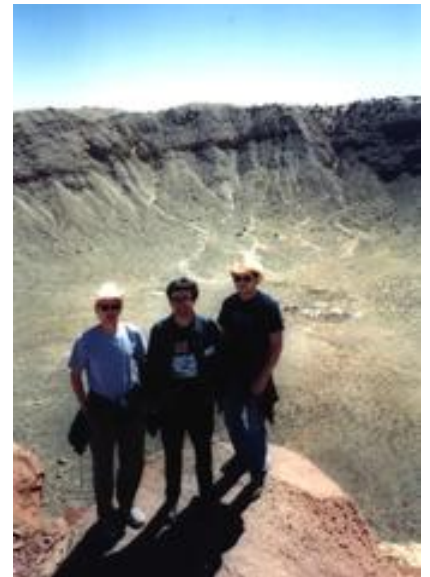
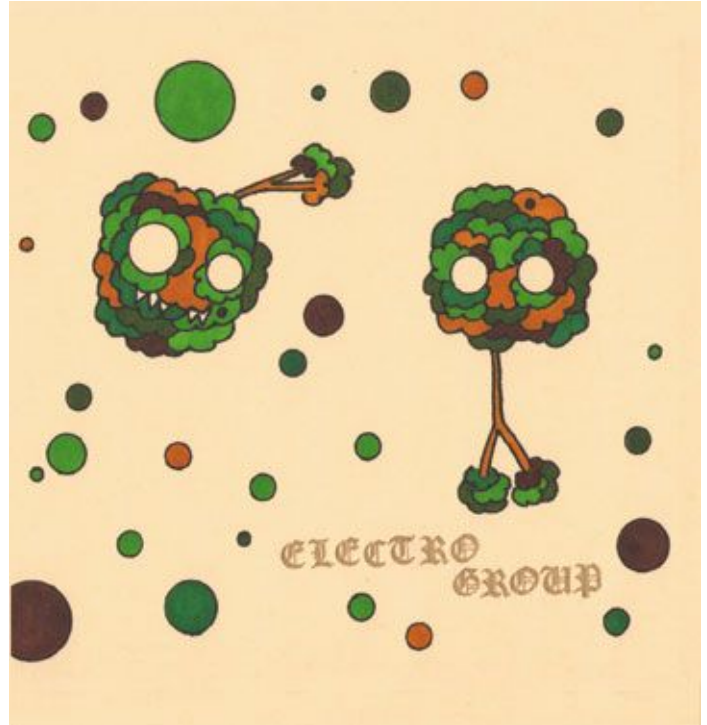
Lifter/Puller 7" (Omnibus)

Rocking Horse Winner Split 7" (Slide the Needle)

Hirameka Hi-Fi Split 7" (Gringo Records)

Selling Points

- Long awaited (6 years!) sophomore album
- Previous album sales of 2000+
- Seeking licenses in Japan and Europe at press time
- Rich touring history, having shared the stage with the likes of **Sleater Kinney**, **Quasi**, **Swords Project**, countless others over the last decade-plus
- Band members have worked on side-projects with an impressive pedigree of indierock talent, including: **Zach Hill (Hella)**, **Rocketship (Slumberland Records)**, **Gary Young (Pavement)**, **Rob Crow (Pinback)**, and countless others.



Overview

Comprised of “three like minded and cautiously optimistic gentlemen out to create and build songs culled from years of self-induced isolationism, sexual regret, and audio experimentation”, **Electro Group** teamed up with local Sacramento imprint **Omnibus Records** (**The Shins**, **Mates of State**, **Flake Music**) to issue their 2001 debut, *A New Pacifica*. Its tracks surfaced on more than a few tastemaking college and community radio stations, and even made it to the playlist of legendary BBC DJ **John Peel**.

A slew of compilation appearances and side projects followed: **Electro Group** recorded a series of split 7-inches, teamed up with **Pavement** cofounder **Gary Young** for a cover of **Sonic Youth**'s “100%,” and bassist Ian Hernandez formed **Holy Smokes** with **Pinback**'s **Rob Crow** and **Hella**'s **Zach Hill**. Live appearances with **Sleater-Kinney**, **Quasi** and **The Swords Project** followed, as did a tour of the UK, and their next studio venture, the 2004 seven-track mini-album *Ummo*.

With their second proper full-length, *Good Technology*, **Electro Group** had to destroy their conceptions of not only music, but modern life in general, and reconstruct them from square one. While *A New Pacifica* explored a utopian society in the aftermath of California falling into the sea and *Ummo* queried, “Are we alone in the universe?,” *Good Technology* finds **Electro Group** in a deconstructionalist mindset. As Hernandez reveals, “*Good Technology* exhibits the natural songwriting and recording progression exhibited in our previous self-recorded endeavors. Since those releases, a better understanding of multi-track recording and those techniques associated with the capture of and replication of those sounds on audio disk, helped provide a stronger foundation for the new record while still retaining those familiar audio properties.”

It's a rapidly changing world we live in, and the futuristic, guitar-driven fuzz-pop of *Good Technology* provides an ideal soundtrack for it. What more lies ahead? As guitarist/vocalist Tim Jacobson summarizes, “Great quality.” Not to mention good technology.

Media

- Core Radio (100-150 stations) to be serviced by **AAM Sunday Service**
- National retail promo campaign by **NAIL** (80 units)
- Additional mailing of 100 units with follow-up serviced to national press outlets by **Clairecords**.
- Email blasts to reach tens of thousands of recipients around release date via many mailing lists including **Clairecords**, **Tonevendor**, **MySpace**, etc. and many target-specific fan sites for shoegaze and indie music

Marketing

- Ads to run in several major independent and target-specific magazines nationally and internationally
- Co-Op Ads planned for several distributor and one-stop catalogs via **NAIL**

Key Markets:

Hometown: Sacramento Also: San Francisco, Portland, Seattle, Los Angeles, Denver, Austin, NYC

Press Quotes

“Reinventing the Wall of Sound as electric blanket, this Northern California band take **My Bloody Valentine** for a **Ride**, wrapping lyrical streams of self-consciousness in pillowy layers of guitar feedback and keyboard effects.” – *Gear Magazine*

“*Ummo* features grand, distortion-drenched ‘odds and ends’ (think the **Jesus & Mary Chain** or **My Bloody Valentine**)... Should you find yourself having trouble making out some of the lyrics, front man Tim Jacobson suggests making up your own.” – *San Francisco Chronicle*

“a glorious blur of post-shoegazer haze” – *Shredding Paper*