

STERIOGRAM

*****NZ ROCKERS' S-PUNKY 'THIS IS NOT THE TARGET MARKET' ALBUM RELEASED SEPTEMBER 14th (Short Stack/Cargo)*****

Steriogram, who scored a Top 20 hit in the UK when their 'Walkie Talkie Man' single became the worldwide theme song to the iconic ipod commercial campaign in 2004, release their second album, 'This Is Not The Target Market', on Short Stack Records, distributed by Cargo, on September 14th.

'This Is Not The Target Market' contains ten Insanely catchy raucous rock anthems, not least the particularly radio- friendly tracks 'Own Way Home', 'Just Like You' and 'Satan Is A Lady', for which videos have already been, or are about to be, shot. The UK release will also include an exclusive bonus live version of 'Walkie Talkie Man'.

Auckland's Steriogram are a 5 man hard alternative rock band with over a quarter of a million album sales already under their belt. Formed in 1999, they won a sizeable following when they played on the first annual NZ Schools tour in 2002, playing free during high school lunch hours to get exposure, and bars at night for their beer.

Capitol Records in Los Angeles signed the band and they recorded their debut album 'Schmack!' at Henson Studios in Hollywood in 2003. Steriogram's big break came when their single, 'Walkie Talkie Man', taken from 'Schmack', was picked up for 2004's major ipod commercial campaign. 'Walkie Talkie Man', which climbed to number 19 in the UK charts, won a Grammy nomination, while the video, directed by acclaimed French filmmaker Michel Gondry, won five MTV VMA nominations. Steriogram quickly capitalized on the success of 'Walkie Talkie Man' and established themselves as a quality live band with a bright future - not least in the UK, to which they will return to tour in October.

2005 saw Steriogram return to New Zealand, where they got down to writing and recording... and waiting. "It was like the proverbial brick wall" says drummer Jared Wrennal. "We would send demos to Capitol and hear nothing back for months." After a year of waiting the band took matters into their own hands and recorded 19 tracks, the cream of which would eventually become 'This Is Not The Target Market'. The album, which was recorded in Auckland's York Street studios, features a cameo appearance from Killing Joke frontman Jaz Coleman, who during a late night booze fuelled recording session, wandered into the studio and lent his blood curling howl to the frenetic opening track 'Get Up'.

The album title itself is both a nod to the late comedian Mitch Hedburg - a long time idol - and an apt description of former label Capitol's attitude toward the band. "If there is any recurring theme in this album it's of being treated like dirt by Capitol" guitarist Brad Carter notes. "Hardly groundbreaking subject matter I know, but it's what we were going through at the time!" As with all classic albums, the best are born from frustration and 'This Is Not The Target Market' is no exception to the rule.

"This is Not The Target Market" is a grittier album than their last, but keeps true to their quirky sensibilities. Stripping the songs down was also a conscious decision. "We really wanted to make a record that wasn't over-produced" explains bassist Jake Adams. "It felt like time to create something a bit more raw." "I suppose in some ways we were a little disappointed in the way 'Schmack' turned out" opines vocalist Tyson Kennedy. "We don't feel like we captured who we are live on that record. And to us, playing live is the most real outlet for our music... There's no bullshit. You're face to face with the audience and what you see is what you get."

Germany/Austria/Switzerland Mangement: Oliver Frank chef@oliverfrank.biz
www.steriogram.com www.myspace.com/steriogram