

MORPHIUS, IN CONJUNCTION WITH CARGO RECORDS UK, IS PLEASED TO PRESENT

CHERUBS

"UNCOVERED BY HEARTBEAT" CD



CHERUBS

UNCOVERED BY HEARTBEAT

Cat#: CUK009CD / CUK009LP

Format: CD / LP

Price: CD: \$8.49

Price: LP: \$9.99 [IMPORT]

Street Date: 05/16/06

Barcode: CD: 5024545336429



Barcode: LP: 5024545336511



TRACK LISTING

- | | |
|---------------------------------|-----------------------|
| 1. Telepathy | 6. Eyes Only |
| 2. Kiss All Morning | 7. Hey Bunny |
| 3. 9* Out Of Ten | 8. This Awful Morning |
| 4. You Stay I leave | 9. Botox Bop |
| 5. Adult Video/
Chinese Food | 10. Faces and Masks |
| | 11. Room With A View |

FOR FANS OF JOY DIVISION, INTERPOL, STROKES, TALKING HEADS

"Catchy...like **The Futureheads**, call-and-response vocals and all...*Gro'n'roll brilliant*"
- NME

"Not only danceable, but also life affirming"
- Drowned In Sound.

"Norway once again proves its rock superiority...their singer moves in jerky spasms and sounds slightly insane like David Byrne in that *Once In A Lifetime* video."
- VICE

OVERVIEW

"You've finally perfected your sound after four years of hard work. You've signed to a record label...and skilfully weave together an album of souvenirs collected circa 1977-1985, and come out of the studio with a piece of work both proficient and effective. But you...discover that you're not the first to do it this year. You're not the second, either. What do you do?? Well, if you're **Cherubs** you plough straight ahead with such joy that the question of originality is lost amongst a jittery, detailed see-saw of mischievous pop. This is a band who love to make music. Playful arpeggios, call and response, and kitschy little flourishes dosey-do around each other on twin guitar lines, as a keenly observant drummer jumps from lullabies to punk freak-outs with epileptic speed.

Vocalist Staale Bruland, meanwhile, executes his narratives of rejection, desire, and takeaway with the sort of self-effacing humour you would expect from your hapless best mate - not the latest artrock contenders. A chuckle here and there, a half sung aside, a slip into Norwegian inflection - Bruland shrugs off comparisons almost apologetically, with the confidence of someone who secretly thinks he is better. And by the second play, I begin to agree.

Unassuming, charming, and inventive, *Uncovered By Heartbeat* may end up the also-ran who wins the race. And even if it doesn't, the stand out tracks are consistently upbeat enough to ensure prime dance-floor exposure in the indie clubs all summer - breaking heels at least, if not boundaries."

- Emma Lee-Moss (*Artrocker*)

This is the debut album from London-based band Cherubs, following two well-received and now sold out European singles, and finally available domestically to U.S. audiences.

SELLING POINTS

- This album was produced by Howard Gray (**The Cure**, **80's Matchbox**) & Gareth Parton (**The Go! Team**, **Ikara Colt**).
- The band's 2 previous European singles both received glowing reviews and sold out, during which they were featured heavily on **MTV2's Bands To Watch Out For** in 2005. Their last single "Club Hoola Hoops Walls" was an *NME Radar Online Single of the Week* and XFM playlisted, and a recent 30-minute live set was broadcast on XFM in February.
- Cherubs played all the major UK festivals last summer including Reading / Leeds / Wireless festival / Truck Festival / Nasty festival Leeds. They have toured in Europe with **The Libertines**, **The Departure** & **The Others**, have their own headline tour in May and will be touring the U.S. again this year.
- Features on this album have already run in major European publications such as *Artrocker*, *Disorder*, *Independent*, *NME*, *Drowned in Sound*, *Playlounder*, *Vice*, *The Fly*, *Rip n Burn*, *Spill*, *Big Issue*, *Rocksound*, and many others. It is being serviced for a full U.S. press campaign by Morpheus Records' in-house publicity department, headed by Simeon Walunas.
- Advertisements and listening stations will run in various magazines coordinated with this release.
- 160 gram LP is packaged in gatefold sleeve and limited to 1000 copies. CD is packaged in gatefold jacket with 12-page lyric booklet.

CARGO RECORDS



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