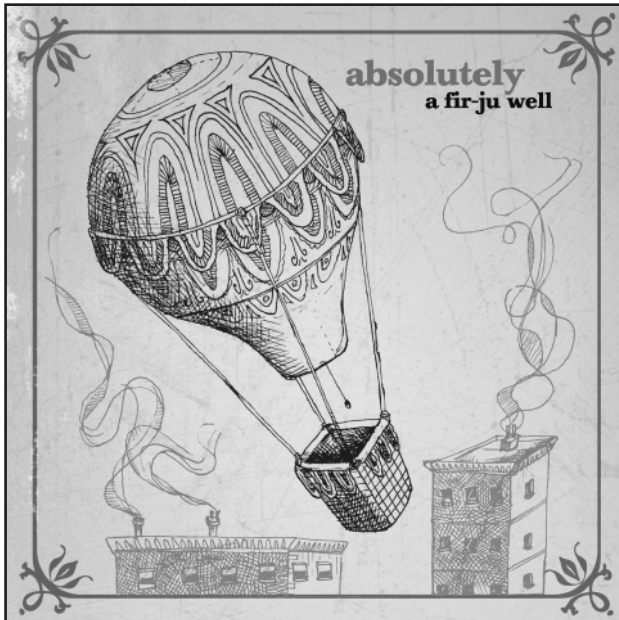


A FIR-JU WELL "ABSOLUTELY A FIR-JU WELL" CD



A FIR-JU WELL

"ABSOLUTELY
A FIR-JU WELL" CD



Cat#: HITS-09

Format: CD

Price: \$6.99 Distro/ \$7.49 Stores

Barcode: 6 13285 95622 3

Ship Date: 1/5/05

Street Date: 1/25/05

TRACK LISTING

1. Peace Is Our Demand
2. Guevon
3. Easygoing
4. Tonight The Moon Doesn't Matter
5. Give Me A Rag
6. No Man
7. Together
8. Dolls
9. Medicine Man
10. Overfed
11. Tidal Wave

2005 TOUR DATES:

- | | | |
|------|--------------|---------------------|
| 1/22 | Atlanta | The Earl |
| 1/23 | Philadelphia | The Kyber |
| 1/26 | Atlanta | The Drunken Unicorn |
| 1/29 | Knoxville | The Pilot Light |
| 2/1 | Birmingham | The Nick |
| 2/4 | Little Rock | Vino's Brew Pub |
| 2/5 | Wichita | Kirby's Beer Store |
| 2/8 | Albuquerque | Burt's Tiki Lounge |
| 2/16 | Los Angeles | Lava Lounge |

OVERVIEW

A Fir Ju -Well offers an accomplished, atmospheric and topical follow-up to their critically acclaimed first release, *El Torero*. Their second effort, titled *Absolutely A Fir-Ju Well* (also released on Atlanta's new alt-rock powerhouse **International Hits**) evidences an artistic maturity as well as an ever-evolving skill mastery of memorably textured songs that spiral through rich narratives and genre-blasting instrumentation.

Absolutely A Fir-Ju Well recalls a lush late-career **Camper Van Beethoven** as well as the wailing confessional vocal stylings of **Quasi** front-man, **Sam Coomes**. Colored with dark reverb and elastic guitars, the album runs through a kaleidoscope of tonal colors, always edgy, always changing direction. Interpolating this grainier sound with the off-kilter pop/rock/psychedelic schema that made *El Torero* unforgettable, **A Fir-Ju Well** emits the kind of musical prose that is both addictively transparent and fundamentally rich.

The album is at times reminiscent of a chicken-fried *Come on Pilgrimage* **Pixies** and at others a not-so-suicidal **Nick Cave and The Black Seeds**. *Absolutely A Fir-Ju Well* is akin to an all night beach bonfire where the punch has been spiked with something stronger than liquor. For a real taste of contemporary artistry and a fulfilling musical attunement, check out *Absolutely A Fir Ju Well*.

SELLING POINTS

- **A Fir-Ju Well's** last record charted on both the CMJ's top 200 and top added, peaking at #112 and staying on the top 200 for 9 weeks.
- New comprehensive radio campaign promises an even higher chart position, with intensive college radio rollout starting in January.
- The band has received glowing feature articles in such music-related publications as *The Technique*, *Sonic Birds*, as well as a two cover stories/interviews in the industry-wide Insider magazine *Performer*, and one cover story in *Creative Loafing*.
- The band has professional booking representation in place (Brooke Morris & Kasey Price of **The Costume Party**), and did 127 North American tour dates during 2004 (tour date archive on afirjuwell.com)
- Extensive touring throughout the U.S. is planned throughout Winter 2005. 15 dates confirmed already, and 45 more are planned or tentative

Management

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Booking

Brooke Morris & Kasey Price:
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