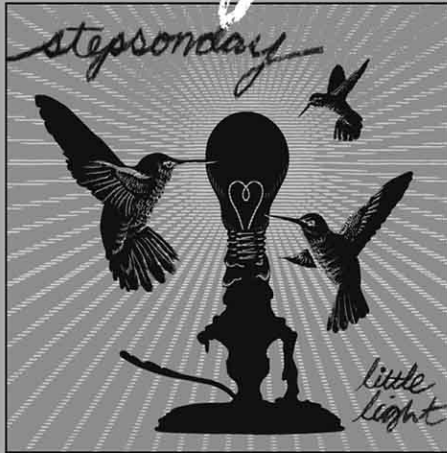


stepsonday little light



STREET DATE: June 3, 2008

01. Same Difference
02. Boy and His Balloon
03. In Crowd
04. Deep
05. High 5
06. Old Man
07. 1234
08. Don't Be Afraid
09. Be Still
10. Little Light
11. +++

Cat # : 11100-2
CFG : Compact Disc
UPC : 825881110026
Returnable : Yes
Parental Advisory : No
Packaging : Standard Jewel case
List : \$ 13.98
5% discount until 6/03/08
Label : One Eleven Records

File Under : Stepsonday
Genre : ROCK / POP
Box Lot Quantity: 30



ONE ELEVEN
RECORDS

One Eleven Records, Inc.
111records.com • 407-352-9450



BIOGRAPHY

Santa Monica, CA-based duo Stepsonday, siblings Jason Turner (vocals, guitar, bass) and Chad Turner (drums, vocals) grew up in Central California as the sons of a preacher -- not unlike other preachers' kids before them: Vincent Van Gogh, Alice Cooper, Denzel Washington, Marvin Gaye and Nat King Cole. The brothers Turner are masterful students of pop music seeing their influences casually shine in their art. The boy's heads were flooded from an early age with records from The Beatles, The Who, Nirvana and The Clash as they quickly learned the importance of writing songs that are emotional, literate and sonically develt oped. Says frontman Jason Turner, "I often use metaphors in my lyrics to creatively paint pictures....making the messages a bit more universal."

Stepsonday's debut LP "little light" is a charming record of perfect pop songs that evoke the boyish charm of fellow left coasters Death Cab For Cutie ("1234", "Deep"), the sumptuous guitar rock of Nada Surf ("Boy and His Balloon"), and the more cohesive moments of Pavement ("High 5"). The band recorded "little light" on their own dime before garnering the attention of One Eleven Records owner, Brad Fischetti. "I knew from the first line of the first song I heard that I had to work with Stepsonday. They write important songs that resonate with the listener," said Fischetti.

FOR FANS OF: Nada Surf, Death Cab For Cutie, Ben Kweller, Weezer, & Copeland

GENERAL RELEASE INFO & TESTIMONIALS

- Produced by Nick Rucker (Plain White T's/Yellowcard) and Stepsonday.
- Featured band on AbsolutePunk.net in coordination with the CD release.

"Here's some excellent indie pop...(Stepsonday's) "1234" is one of my favorite songs of the year."
- **Absolute Powerpop**

"Indie-Pop gems" - **Absolutepunk.net**

"I fell pretty hard for the LA based band Stepsonday...{they} write great little melodic Pop songs."
- **Come Pick Me Up**

ADVERTISING

- Aggressive media awareness campaign to target print, radio, and online tastemakers including CMJ, AP, and Pure Volume.
- CMJ advertisements include cmj.com banners, email news blast display and "download this" feature, inclusion on the CMJ NMM CD sampler, and print advertisements in the CMJ New Music Report.

PUBLICITY

- Full press servicing by Riot Act Media.

TOURING

- Shared the stage w/Switchfoot, Sugarcult, & Moses Mayfield.
- National tour w/Chase Ragan & Gasoline Heart starting Summer '08.

RADIO / VIDEO

- College Radio campaign set to launch in conjunction with the Planetary Group.

KEY / TARGET MARKETS

- Los Angeles (Hometown), San Diego, San Francisco, Phoenix, Portland, NYC, Boston, Philadelphia, Seattle, Chicago

MERCHANDISING / P.O.P. TOOLS

- Stepsonday posters available!