

THE REIGN OF KINDO **RHYTHM, CHORD & MELODY**



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STREET DATE: August 19, 2008

01. The Moments In Between
02. Breathe Again
03. Great Blue Sea
04. Let It Go
05. Nice To Meet You
06. Till We Make Our Ascent
07. Something In The Way That You Are
08. Rhythm, Chord & Melody
09. I Hear That Music Play
10. The Mystery Of Our Day
11. Morning Cloud
12. Hold Out

Cat #: 18111-2
CFG: Compact Disc
UPC: 825881811121
Returnable: Yes
Parental Advisory: No
Packaging: Standard Jewel case
List: \$13.98
 3% discount until 8/19/08
Label: One Eleven Records

File Under: Reign of Kindo
Genre: ALTERNATIVE
Box Lot Quantity: 30



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BIOGRAPHY

Like a Phoenix rising out of the ashes, or a black hole created from a collapsed star, or if you prefer a softer visual description, a butterfly morphing out of it's cocoon, The Reign Of Kindo (Formerly known as This Day & Age) are ready to grace your ears with some of the most beautiful chaos ever known. With This Day & Age, and the success of their debut and sophomore releases, the band let the world know they were thoughtful popsters and hopelessly romantic troubadours with fans and critics alike. Now the boys from Buffalo, NY have raised the musical bar once again and there's no telling what greatness can be achieved this time around.

How can one describe The Reign of Kindo's musical brilliance to the un-initiated ear? Well, let's start by saying their sound on this record is "Tonal Firework". This is not jazz, nor is it in-your-face rock. It is simply the pinnacle in sophisticated pop rock, and it does not exclude. You pop it in your stereo or iPod and it immediately explodes with colors and shapes never heard or created. Pianos with Mehlldau-like dissonance swell along colliding guitar lines, rounded out with a rhythm section that grooves and sways like it's nobody's business. The Kindo boys have masked innovative genius into a pop façade, which is something that most acts strive to do for their entire careers, but rarely execute. If you're the adventurous type, and I hope you are, put some headphones on and be prepared for the musical ride of your life

FOR FANS OF: Dave Brubeck, Ryuichi Sakamoto, Ben Folds, This Day & Age, Brad Mehldau, & John Mayer

GENERAL RELEASE INFO & TESTIMONIALS

- The catalog for This Day & Age continues to sell each week with over 20K sold and still climbing.
- Over 1.3 million plays and 25K friends at MySpace.com

"The Reign of Kindo's emphasis on combining the worlds of indie and jazz create on hell of an exciting sound." - Cosmosgaming.com

"The Reign of Kindo has set a standard that will promise amazing future works." - Sputnikmusic.com

PUBLICITY

- National press/online campaign by Press Here Publicity to target over 300 outlets with coverage likely at Paste, MySpace, Pitchfork, New York Times, Time, Esquire, Global Rhythm, Wall Street Journal, and VanityFair.
- TV campaign to focus on local (Buffalo) and national outlets such as Good Morning America (Second Cup Cafe), Conan, and Ferguson.

TOURING

- National tour with "E For Explosion" confirmed for July/August.
- The boys have shared the stage with dozens of bands including: Gym Class Heroes, Yellowcard, Amber Pacific, Mae, and The Rocket Summer.

RADIO / VIDEO

- Between video spins on Fuse and programming for MTV's "Made" this band has already broken through on the airwaves.
- Our campaign strategy at radio will be threefold and will target: AAA in top markets, National Public Radio, and Satellite (Sirius/XM).

KEY / TARGET MARKETS

- Buffalo (Hometown), NYC, Los Angeles, Philly, D.C., Boston, Chicago, Orlando, San Francisco, Detroit

MERCHANDISING / P.O.P. TOOLS

- The Reign of Kindo posters available!