



# PSYCHIC ILLS

DINS

LABEL: THE SOCIAL REGISTRY | TSR024 | FORMAT: CD/LP | PACKAGING: DIGIPAK  
STREET DATE: FEBRUARY 7th | CD BOX LOT: 25 | CD LIST PRICE \$14.95

EAST | ELECTRIC LIFE | UNTITLED | JANUARY RAIN | INAURATION  
I KNEW MY NAME | WITCHCRAFT BREAKER | ANOTHER DAY ANOTHER NIGHT

CD UPC:655605702421 6 56605 70242 1

LP UPC:655605702414 6 56605 70241 4

“A fine sound, a young sound, a sound you should get to know today.” - Byron Coley The Wire

Dins is the first proper full length release from Psychic Ills, a band which took shape in NYC during the late days of 2003. Their first foray into the public ear came via a self released 7" bearing the title "Mental Violence I"; two tracks of drum machines, vocals and guitars which pushed and tugged at the senses with an undeniable sense of urgency. They followed it with another limited edition vinyl only release; a Twelve Inch EP bearing the title "Mental Violence II: Diamond City" which contained three more sonic explorations, a remix by Sonic Boom and served as the prerecorded debut of the four-piece incarnation.

Dins plays like a revelation of sorts and was recorded by Charles Burst who has worked with bands such as Black Dice, Gang Gang Dance and The Double. With a long string of bombastic performances behind them Psychic Ills entered the studio ready to create a record out of the incendiary compositions they had been perfecting. The result takes the band well beyond their astounding live dynamic of circular rhythm and guitar theatrics as they seamlessly blend non-traditional instrumentation and studio improvisation with a surging rock dynamic into an incredibly heavy debut.

SELLING POINTS:

1. IN THE MONTHS LEADING UP TO THIS RELEASE PSYCHIC ILLS WILL HAVE PLAYED WITH SUCH NOTABLE ACTS AS THE WARLOCKS, GRIS GRIS, EXCEPTER, ART BRUTE & THE DOUBLE AND JUST FINISHED THEIR TOUR IN SUPPORT OF BLOOD ON THE WALL.
2. WITH TWO VINYL ONLY LIMITED EDITION RELEASES ALREADY IN CIRCULATION THEY HAVE BUILT A LOYAL FOLLOWING AMONGST RECORD COLLECTOR TYPES.
3. BY THE TIME OF THIS RELEASE PSYCHIC ILLS WILL HAVE ALREADY MADE SEVERAL COLLEGE RADIO APPEARANCES INCLUDING WRAS IN ATLANTA AND WFMU IN NYC.
4. STRONG SHOWINGS AT SXSW 2004 AS WELL AS THE LAST TWO CMJ FESTIVALS.
5. SOON TO BE A STAPLE FOR FANS OF CAN, TERRY RILEY, 13TH FLOOR ELEVATORS, RED CRAYOLA AND OTHER FORWARD THINKING INDIVIDUALS.

MARKETING EFFORTS:

1. EXTENSIVE RADIO CAMPAIGN BY CHOUETTE RADIO PROMOTION
2. REGIONAL TOUR BEING BOOKED BY THE KORK AGENCY
3. TARGETED PRESS CAMPAIGN COURTESY THE REVAMPED TSR PRESS CORPS
4. ADS WILL RUN IN ARTHUR, PITCHFORK AND OTHER LIKE MINDED PUBLICATIONS.
5. EXTENSIVE RETAIL MARKETING CAMPAIGN TO BE BUILT AROUND THIS RELEASE

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