

# CARTEL IN STORES 9.20.05

# CHROMA

## OVERVIEW:

ISSUING A CHALLENGE TO THEIR COHORTS, **WILL PUGH** CALLS OUT **"POP PUNK TODAY ISN'T GOING ANYWHERE- LET'S MAKE SOME MOVES."** WITH THEIR NEW ALBUM **"CHROMA,"** **CARTEL** DEFINITELY MAKES SOME BIG MOVES IN THE RIGHT DIRECTION.

HAVING TOURED ACROSS THE US MULTIPLE TIMES, WITH A WIDELY ENJOYED, SELF-RELEASED EP **CARTEL** QUICKLY GARNERED A DEVOTED AND NOTICEABLY GROWING FAN BASE WITH A REPUTATION FOR BEING ONE OF THE MOST FUN, GENUINE, TALENTED BANDS AROUND. WHEN **ALTERNATIVE PRESS** COMPILED THEIR 2005 LIST OF **"BANDS YOU NEED TO KNOW,"** YOU BET YOUR BOOTS THAT **CARTEL** WAS ON THAT LIST.

**CARTEL** HAS OPENED THEIR MINDS TO NEW MUSICAL POSSIBILITIES THAT CHALLENGE THEIR PEERS TO ACHIEVE SOMETHING MORE. THE BAND BRINGS THE BEST OF BOTH WORLDS IN ACCESSIBILITY AND ARTISTRY. **"CHROMA"** ALSO REVEALS **WILL PUGH'S** DEEP THOUGHTS AND PHILOSOPHICAL QUESTIONING THROUGH BRIGHT MELODIES THAT STAY IN YOUR HEAD ALL DAY LONG. THEIR COMPELLING GUITAR ARRANGEMENTS, DRIVING DRUMS, AND YOUTHFUL ENERGY RIVAL MORE SEASONED ARTISTS AND NATURALLY INVOKE ATTENTION.

**CARTEL** MESH LOUD, BOMBASTIC GUITARS WITH PRETTY MELODIES AND ROCK ARRANGEMENTS WITH AN ACUTE SENSE OF POP SONGWRITING. THE BAND STARTED OUT AS A GUILTY PLEASURE FOR MANY- WHO ARE NOW DEMANDING MORE AND MORE.

**CARTEL**  
**CHROMA**

## TRACKLISTING:

1. SAY ANYTHING (ELSE)
2. HONESTLY
3. RUNAWAY
4. MATTER OF TIME
5. BURN THIS CITY
6. SAVE US
7. LUCKIE ST.
8. SETTLE DOWN
9. IF I FAIL
10. THE MINSTREL'S PRAYER
11. Q
12. A

## MARKETING/SELLING POINTS:

- TMG'S** BIGGEST PRIORITY FOR THE 4<sup>TH</sup> QUARTER - EXPECTING TO SCAN **4000** FIRST WEEK
- RECORDED AT **TREE SOUND STUDIOS** (**OUTKAST, BEASTIE BOYS, JIMMY EAT WORLD, WHITNEY HOUSTON, ZWAN,** ETC.)
- DEMO** FOR **"HONESTLY"** HAS APPEARED ON THE **TMG SAMPLER** "A REFRESHING GLASS OF MUSIC FOR A SUMMER AFTERNOON" (**50,000**), THE **TMG/ABACUS/FERRET/TRUSTKILL** SAMPLER (**10,000**), **SMARTPUNK** "MUSIC ON THE BRAIN VOL. 2" (**10,000**)
- "LUCKIE ST."** IS ON THE **TMG SAMPLER "TUNES"** (**55,000**), AND THE **TMG NEW OFFICE SAMPLER** (**30,000** IN FIRST POLICIA PRESSING)
- LEADING ARTIST ON THE UPCOMING **TMG SAMPLER** (FALL NEW ARTIST) (**50,000**)
- PRODUCED, RECORDED AND MIXED BY **ZACH ODOM** (**LIMP BIZKIT, T.I., COLLECTIVE SOUL**) AND **KENNETH MOUNT** (**COLLECTIVE SOUL**) AT **TREE SOUND STUDIOS.**
- MAIN FEATURE ON **PUREVOLUME.COM** TO HIT DAY OF RELEASE.
- ABSOLUTEPUNK.NET'S** BIGGEST FEATURE TO DATE **"THE LEAK"** STARTING AUGUST 16<sup>TH</sup> - SEPTEMBER 27<sup>TH</sup>
- FEATURED ON THE **"TAKE COVER TOUR"** W/ **ACCEPTANCE** - FULL US, **8/16 - 9/27**, LIMITED EDITION SCREEN-PRINTED POSTERS, 6 WEEKS OF **FUSE/MTV2** ADVERTISING, ADS IN **ALTERNATIVE PRESS, AMP,** AND MORE
- SERVICING OVER **700 PROMO CD'S** TO RETAIL
- TMG STREET TEAM** TO COVER **RETAIL STORES, VENUES, LIFESTYLE STORES, SCHOOLS, ETC.**
- TONS OF **ONLINE PROMOTIONS** STARTING 6 WEEKS IN ADVANCE, INCLUDING STREAMING SELECT AUDIO TRACKS, BANNER ADS, ECARDS, CONTESTS, FEATURES, BUDDY ICONS, DESKTOPS, MESSAGE BOARDS, EMAIL BLASTS, ETC
- FULL COLOR POP**, POSTERS, COUNTER BINS AND STICKERS AVAILABLE
- CO-OP **\$\$\$** AVAILABLE
- 50,000** STICKERS BEING PASSED OUT THROUGH RETAIL AND STREET TEAM
- ADS IN EVERY PUNK/INDIE MAGAZINE (**ALTERNATIVE PRESS, ROCKPILE, MEANSTREET, CHORD, AMPLIFIER, STATUS, WONKAVISION,** AND MORE)
- FEATURED ARTIST FOR **CMJ 2005**
- HAS OVER **350,000** PLAYS BETWEEN **PUREVOLUME.COM** AND **MYSPACE.COM**

## KEY MARKETS:

ATLANTA, GA (HOMETOWN), LOS ANGELES, NEW YORK, PHILADELPHIA, PHOENIX, RALEIGH, NC, CHICAGO, DETROIT, SAN FRANCISCO, ORLANDO



www.themilitiagroup.com  
13892 Harbor Blvd, Suite 4-A  
Garden Grove, CA 92843



LABEL CONTACT:  
WYATT MILLER, SALES  
714-554-4477  
WYATT@THEMILITIAGROUP.COM

- CD "O-CARD"
- CATALOG NUMBER- TMG033-2
- FILE UNDER: ROCK/PUNK "C"
- SERIES 1498
- BOX LOT- 30