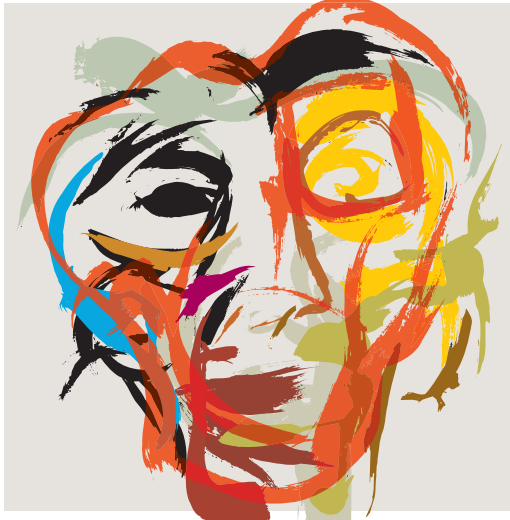


# THE HOLY FIRE

## IN THE NAME OF THE WORLD

STREET DATE 2.21.06

THE HOLY FIRE



IN THE NAME OF THE WORLD

### PRESS:

"Sort of like the new crop of NEW YORK hipster bands—if they listened to more HUSKER DU... As impressive as this EP is, we're more excited by the fact that they're currently recording their first full-length in NEW YORK with FLAMING LIPS bassist MICHAEL IVINS."

-ALTERNATIVE PRESS

"With echoes of BRITISH SEA POWER, FUGAZI, SUNNY DAY REAL ESTATE, early U2, and even BIG COUNTRY, Motor City quartet THE HOLY FIRE have crafted a visceral and desolate EP that's as bloody-sleeved passionate as it is post-rock chilly."

-ALL MUSIC GUIDE

"All raised on the 7-inch single and early days of MTV, they now write songs with infectious hooks built on quirky post-punk rhythms."

-GO & DO MICHIGAN

"This writer may have found a new favorite band."

-COPPER PRESS

### TRACKLISTING:

1. Raised on Planes
2. Dreams to Spend
3. We're Not Here to Learn
4. In the Name of the World
5. Bombs in the Distance
6. Hate Your Smile

### KEY MARKETS:

Detroit, MI – Ann Arbor, MI – East Lansing, MI – New York City, NY – Los Angeles, CA – Chicago, IL – Kalamazoo, MI – Cincinnati, OH – Providence, RI – Louisville, KY – Cleveland, OH

### MARKETING/SELLING POINTS:

- Produced by MICHAEL IVINS of THE FLAMING LIPS (LUNA, LONGWAVE and WHEAT).
- Engineered by DAVE FEENY of BLANCHE and LORETTA LYNN (Van Lear Rose-era).
- Receiving Airplay on WOXY (Cincinnati), CIMX, WKRK, WDET (Detroit), WHFR (Dearborn), IMPACT 89 FM (E. Lansing) BSR 88.1 (Providence, RI) and WIDR (Kalamazoo).
- Toured with THE CONSTANTINES.
- Played with TV ON THE RADIO, BEAR VS. SHARK, MCCLUSKY, DETACHMENT KIT, MUSTARD PLUG, and CHIODOS.
- 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, and counter bins available
- Co-op \$\$\$ available.
- Upcoming Full-Length record due out in AUGUST 2006.



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- CD ONLY - EP
- Catalog number- TMG042-2
- File Under: Rock/Alternative "H"
- Series 898
- Box Lot- 30