



Welcome to the age of Retro Rock, an alternative to the Alternative.

The Sore Throats are the first innovative retro rockers, reminiscent of no one, in admiration of everyone. With the advantage of playing together since they practiced in Ed Barr's grandfather's basement after school, The Sore Throats have the advantages of experience, loyalty to each other and of the fans that have loved them since grade school. After being convinced by so many of their fans in their hometown of Albuquerque, New Mexico, they've finally decided to go on tour, a tour that's guaranteed to make you feel better. Because the alternative music scene has grown so rapidly in the last four years, bands are quickly losing ground, losing their following, looking for a new angle. The Sore Throats have always had one....

Is there really a **Strong Woman** behind **Every Man?**

The Sore Throats don't yet have national name recognition or tour experience. But they do have women, and plenty of them. The lead singer and guitarist, Ed Barr, is in fact, the only guy in the band. The bass player, drummer, percussionist, and sax player are all women. And women aren't the band's only strengths. They have a history together that gives them experience, an innate ability to sense the next move of their band members, both on and off the stage. They also have a large following in Albuquerque that swear they'll follow them anywhere. It must be the velvet. Being retro rockers, they don't have much competition at the moment. By the time other bands can figure out what they've been up to, they will have already won over the musical hearts of the country. If not with their rock, than with their free stuff....

Money, they say isn't Everything, but every bit certainly does **Help.**

The Sore Throats aren't in the music biz for the money, but they've become realistic over the years. They know they have talent. Their mission now is to make music and lots of money. With a mission like that, anything goes, and it always has for The Sore Throats. They value dedication to each other and to their fans, velvet suits, and the ideas of both the young and the old. That's why their fans seem to be an eclectic bunch of both parents and their children. In their national debut, their target audience is young adults between the ages of 21 and 31, but with good rock invariably comes fans of all ages.

All Good **Things** in **Life** are **Free.**

The Sore Throats have more interesting things to focus on than production costs. That's why they hired a production manager (who also happens to be a woman). She has created a CD cover design and liner notes for their first CD release. The liner notes will all be printed backwards, so they can only be read in a mirror, not included in the CD package. The band doesn't want people listening to their music while reading the words. They'd like people to hear it for what it means to them. Details of price and production to come....