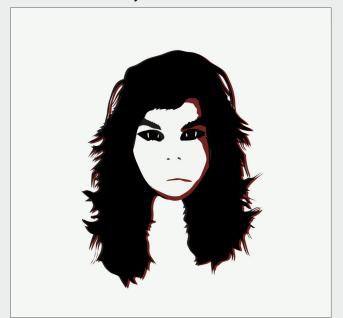


SELF-TITLED THIRD ALBUM MARCH 23, 2004



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GENERAL LABEL INQUIRIES:

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ELECTRONIC PRESS KIT:

http://www.itsatrap.com/kvlr/epk/ (mp3, pdf, e-card & more)

BAND WEBSITE: http://www.KVLR.net

KVLR (ex Kevlar) from Umeå/Sweden have had one of those years when everything seems to happen. The band have been forced to change their name by a multinational corporation, they have toured all over Europe and some of the USA, but most importantly they, have managed to create a magnificent new album filled with undeniable melodies and tremendous energy.

The new self-titled album from KVLR gives witness to creativity and pure lust to play music that few other bands possess today.

After seven years of spending time in run down vans and using x kilowatthours of power, it has finally happened. KVLR have made the album, THE ALBUM. No one really knows how this happened. But if one were to speculate, it might be explained by some of the band's rules of creation:

- 1. Keep it simple
- 2. Record LIVE as much as possible
- 3. Make songs that are fun to play and fun to listen to

Then add the new source of inspiration, Joel Borg the new bassplayer in KVLR. Maybe then the new attitude and the new blood can be seen as the indicators that have taken this album to the heights it achieves. KVLR were formed in 1996 when their debut 7" was released. The debut album "Let me worry some more" was released 1999 on American label The First Time Records. That album was followed by the noisier EP "The Deadly Dozen". And after a line up change, "The Great Collapse" was released in 2002. Let's just say that KVLR have been one of Sweden's best kept secrets for the last couple of years. However, this new album filled with energy, melodies and angst will change that. This is without a doubt one of the best indierock albums that's ever seen the light of day on either side of the Atlantic.

THE BAND:

Johan Sellman - Vocals, Guitar Joel Borg - Bass, Vocals Magnus Öberg - Drums Ludwig Franzen - Guitar, Vocals

TRACKLIST:

- 01. Last Rhyme
- 02. Fed on the Hook
- 03. Slow Clapping *
- 04. Spit
- 05. Red Bulletin
- 06. Traitors & Thieves
- 07. Road Closure
- 08. Birthcam *
- 09. Whitewash
- 10. What's Left Belongs to No One

Produced and engineered by Lena Karlsson and Marcus Holmberg (KOMEDA)

Mastered at Tonteknik Recording by Magnus Lindberg (CULT OF LUNA)

DISCOGRAPHY:

2004 - S/T CD/LP

2003 - On Planted Streets CD

2002 - The Great Collapse CD/LP

2002 - Split 3" CD w/Brazen

2000 - The Deadly Dozen CD/LP

2000 - Let Me Worry Some More CD/LP

1999 - Split 7" w/Him Kerosene

1999 - Split 7" w/Cobolt





#IAT001 distributed via Galaxy Gramophone

^{*} Features guest vocals from Lena Karlsson (KOMEDA)