

FOR IMMEDIATE RELEASE

Hidden Shoal Recordings



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Hidden Shoal Recordings » The Hero Cycle Single Release

Perth, Western Australia, December 15th, 2006. The Australian digital music label, Hidden Shoal Recordings, today announced the release of the single, "You vs Them" by US based indie pop rockers, "The Hero Cycle". The track is taken from the forthcoming EP "Lakes and Ponds" due for release in January 2007.

"You vs Them" is The Hero Cycle at their very best. The track woos the listener with its swinging upbeat verse whilst hiding a wonderfully epic sting in its tail that it unleashes with undeniable power. "You vs Them" contains one of the most, hook laden, unwinding and dizzying rock finales you will hear this year.

With seven band members feeding into the mix The Hero Cycle create a joyously large, textured sound coupled with complex arrangements to produce a feel that is at once spontaneous and measured. The band possess that magic combination of sound and song, pooling all the ingredients of shoegaze rock and indie pop and distilling them into undeniably catchy and driving tunes. The Hero Cycle are, without doubt, one of *the* bands to watch in 2007.

"The Hero Cycle reminds me a lot of Broken Social Scene with its broad varied textured sounds....I've been playing them constantly. Some of my favorite stuff at the moment."
-False 45th

The Hero Cycle began in the Green Mountains of Vermont in 2005, combining the varied talents of drummer John Gorman, synthist Tom Kelly, and guitarists Mike Prall and Frank Smecker (ex-Drowningman and ex-Escapist). Soon after, the band quickly grew, including fellow Burlington residents Hannah Wall (Magogs) on keyboards, Shawn Flanagan (Fire the Cannons and ex-Starlight Conspiracy) on bass, and third guitarist Adam Fuller (The Year's Best).

"You vs Them" is available exclusively through the HSR Store and is the first single taken from the EP, "Lakes and Ponds" to be released through Hidden Shoal Recordings on January the 16th, 2007.

Hidden Shoal Recordings is an Australian based independent digital music label releasing some of the best contemporary independent music around. The label is a unique marriage of contemporary distribution, marketing and publicity with traditional indie label values and, most importantly, a wonderful catalogue of releases. The label distributes its releases through Itunes, eMusic, Sony Connect and the HSR Store.

Label Site: <http://music.hiddenshoal.com>
HSR Store: <http://agora.hiddenshoal.com>