



EMBARRASSING FRUITS

COMMUNITY /
EXPLOITATION

BIO: Embarrassing Fruits are a rock band from Chapel Hill, North Carolina. A three-piece, guitar, bass, drums, rock band. The Fruits released their first EP, *The First Time*, in the summer of 2008 to somewhat unexpected acclaim. The home recorded, handmade EP was not only received with positivity and excitement from the local community, but also turned a few heads nationally. Over the following months the band's loud, energetic live show won audiences over, garnering praise from regional press outlets nearly every time they played. *The First Time* served as an introduction to the band's chemistry and frontman Joe Norkus' solid, honest, and off-the-cuff songwriting. On March 24th, Embarrassing Fruits' debut full-length *Community / Exploitation* will expound upon the foundation laid down by the *The First Time* EP.

Community / Exploitation spans several years of output from The Fruits, hashed out in various living rooms and practice spaces, and recorded with old friend Jay Murphy (Des Ark, Black Taj, Hammer No More the Fingers) in the Summer of 2007. The album was recorded at a break-neck speed in the sweltering heat of July, the tension and urgency of the sessions seeping into the lively, raw takes. *Community / Exploitation* also shows the range and dynamic of Embarrassing Fruits' material. The album covers a lot of ground, from the anthemic nostalgia of 'Details' to the brutal throbbing of 'I Thought I Was Bleeding...' to the experimental pop palettes of 'Corner' to the thrashing energy of 'Go There', all the while retaining a common voice. While the Fruits' formula is seemingly simple, *Community / Exploitation's* songs and performances reveal something new and exciting with each listen.

Community / Exploitation will be available in stores and online March 24, 2009.

RIYL: Dinosaur Jr., Archers of Loaf, Sebadoh

MARKETING/PROMOTION:

KEY MARKETS: Raleigh-Durham, Greensboro

PREVIOUS RELEASES: *Sumr Stupid Drunk Fun* (2006 Subjective Collective), *The First Time* EP (2008 Trecky Records)

PRESS: Martin Anderson, Trecky Records Publicity (martin@treckyrecords.com)

RADIO: Will Hackney, Trecky Records Radio (will@treckyrecords.com)

BOOKING: Joe Norkus (joe@treckyrecords.com)

DIGITAL: Press release and featured MP3s sent to 1200+ blogs and websites

TOUR: Regional Support



TRACKS:

- 01 CONCORD
- * 02 CORNER
- * 03 DETAILS
- 04 GO THERE
- 05 LIKE THAT
- 06 NAKATA
- 07 PIZZAKIT
- 08 I THOUGHT I WAS BLEEDING...
- 09 VACATIONS

* = focus tracks

RELEASE DATE: 03.24.09

FILE UNDER: ROCK

CATALOG #: TRK034

SLP: \$9.99

FORMAT: CD



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