



**NEW RELEASE FOR
FEBRUARY 12, 2021**

featuring:

LILYS

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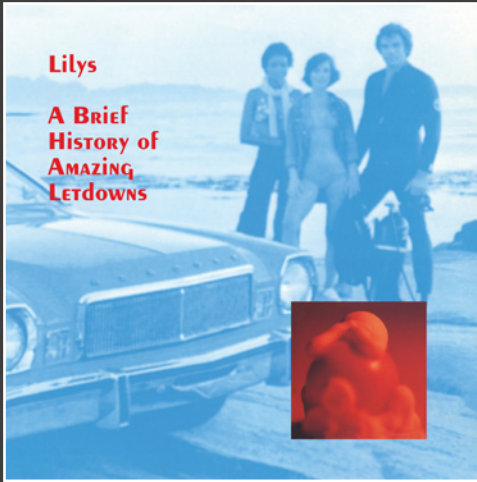


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LABEL DISTRIBUTION

LILYS

A Brief History of Amazing Letdowns, LP

Street Date: February 12, 2021



ARTIST: LILYS
TITLE: *A Brief History of Amazing Letdowns*
LABEL: Frontier Records
CAT#: 31090-1
FORMAT: LP
GENRE: Sunshine Pop
BOX LOT: 15
SRLP: \$24.98
UPC: 018663109015
EXPORT: No Restrictions

TRACK LIST:

1. Ginger
2. YCJCYAQFTJ
3. Any Place I've lived
4. Jenny, Andrew and Me
5. Dandy
6. G. Cobalt Franklin
7. Elsa
8. Coby
9. Timber
10. Hymn

ARTIST HOMETOWN:

Philadelphia

KEY MARKETS:

United Kingdom, New York, Los Angeles, San Francisco, Philadelphia, Boston, Seattle, Chicago

FOR FANS OF:

DINOSAUR JR, THE MONKEES, GUIDED BY VOICES, MY BLOODY VALENTINE

LILYS' classic 1994 10", *A Brief History of Amazing Letdowns*, has more songs and expanded audio fidelity, creating a longer, more exciting full-frequency listening experience than previously available.

A Brief History of Amazing Letdowns is, in places, haunting with an atmospherically delicate sense of melody and musical production for those that love slightly wistful, slightly melancholic songs. *A Brief History of Amazing Letdowns* is completely unlike any other LILYS album: instantly catchy and concise.

These recordings, made in Philadelphia between 1993-4, present what Kurt Heasley, LILYS' frontman, founder, and sole constant member, terms as "a maximum listen, that properly represents the transitional phase" between the 1992 Slumberland LILYS debut *In the Presence of Nothing* and 1995's *Eccsame the Photon Band* (both reissued by Frontier Records in 2015).

The opening guitar riff and drums of "Ginger" became widely recognized in the mid-nineties through use in the notorious CK1 Commercial, as part of Calvin Klein's Unisex fragrance ad campaign, once playing constantly on late night TV in the USA. "Ginger" has even been touted as the first Indie rock song ever used in corporate advertising. "Any Place I've Lived" is heard during the closing credits of the 2006 film, *Keeping Up With the Steins*.

This 2021 version of *A Brief History of Amazing Letdowns* (also reissued on Frontier Records) has the previously unreleased track, "G. Cobalt Franklin" which replaces the track "Glosseder" on the original 1994 10" LP, which now sells for upward of \$300. The songs "Elsa", "Coby", "Timber" and "Hymn" recorded in 1994 during the demoing process for *Eccsame The Photon Band*, were shelved, and then quietly released in 2000 as the long-out-of-print *Lilys/Aspera Ad Astra* split EP.

MARKETING POINTS:

- Digitally remastered and expanded album edition
- Digital download card
- Out of print for over 25 years
- Original 10" sells for over \$300
- Includes previously unreleased track, "G. Cobalt Franklin"
- LILYS are not a part of your nostalgia-driven Reunion Stock Market. These songs are guaranteed to NOT sound exactly as they did 25-30 years ago— they sound infinitely better!

ALSO AVAILABLE FROM ILD:

LILYS
In The Presence of Nothing, 2xLP
31088-1 2XLP

LILYS
Eccsame the Phototon Band, LP
31084-1



Contact your sales rep:
Mike Beer - mike@ildistro.com
phone 414-672-9948
www.ildistro.com



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LABEL DISTRIBUTION

STREET DATE: FEBRUARY 12, 2021

Get in touch with your ILD sales rep to place an order

Mike Beer - mike@ildistro.com

phone 414-672-9948 www.ildistro.com

ARTIST	FORMAT	LABEL	UPC	SRLP/BOXLOT	ORDER QTY
LILYS <i>A Brief History of Amazing Letdowns</i>	LP	Frontier Records 31090-1	018663109015	\$24.98 15	

ACCOUNT CONTACT: _____

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