

**\*\*ASG - Win Us Over \*\***



ASG (l-r) is: Andy Ellis – bass, Scott Key - drums, Jonah City - guitar, Jason Shi - guitar/vocals

So far in the 21<sup>st</sup> century there haven't been too many bands with an album cover that sums up their sound, but then again, most, or, none of them, are ASG (Amplification of Self Gratification).

The Wrightsville Beach, N.C. quartet's newest album, *Win Us Over*, is a vivid, psychedelic, and panoramic thrust that is just as much for the ears as it is for the aura; an experience in a colorful and dense cloth of abrasiveness.

Big beefy guitar riffs and melodic foreboding are soaked in Southern roadhouse whiskey, that just might be laced with psilocybin, and are hazed out through a kaleidoscopic squall that packs a wallop sonic punch.

While the ingredients of stoner rock, psychedelic metal, and angst-ridden punk rock are transparent, ASG doesn't fit under any particular category. Be you a fan of plain ol' rock and roll and don sleeveless flannels while sucking down 22 ouncers and gettin' rowdy – or enjoy waxin' deep on the bong, *Win Us Over* lives up to it's namesake and ensures that come January 22<sup>nd</sup> 2008, ASG won't be knocking on any doors; they'll be knocking them down.

*Win Us Over* is available now digitally and is set for physical release (CD & 2XLP) on January 22, 2007.

**solid pr**

Derek Meier  
[derek@solidpr.com](mailto:derek@solidpr.com)  
(908) 230 8371  
PO Box 2471  
Westfield, NJ 07091

## **\*\*History\*\***

Formed in the North Carolina coastline community of Wrightsville Beach in 2001, the riff-fueled, distortion-driven rock of ASG that can be found on their latest effort has actually been at the band's core since its inception.

Initially forming as a three-piece instrumental project, due to the lack of a dedicated vocalist, ASG were intensely focusing on devising tight, driving guitar riffs, locking guitarist Jason Shi in with the rhythm section of bassist Andy Ellis and drummer Scott Key.

But as time passed and no vocalist was found, Shi was eventually forced to step up to the mic.

As Shi was becoming more comfortable as a frontman, the group found themselves connecting with Volcom Entertainment, who signed the band and put them in the studio in 2003, to record their debut album, ...*The Amplification of Self Gratification*.

In 2005 ASG found themselves in a proper studio with proper producers, Matt Hyde and Phil Caivano, recording their sophomore album, *Feeling Good Is Good Enough*, an album that summoned all the band's potential and spawned a thunderous hard rock creation that equaled what the band had been working towards for the past 3 years.

Shortly after completing *Feeling Good Is Good Enough*, second guitarist, Jonah Citty, was added to help recreate the album's sounds live, which was none too soon as the band quickly found themselves on the road with the likes of The Sword, Torche, Dwarves, and CKY.

In June 2007 ASG returned to Los Angeles to record their fourth album, entitled *Win Us Over*, with Matt Hyde, which was released digitally on September 11, 2007 and is set for physical release (CD & 2XLP) on January 22, 2007.

### **\*\* Win Us Over \*\***



- 01 Right Death Before
- 02 Dream Song
- 03 Low End Insight
- 04 Glow
- 05 Coffee Depression Sunshine
- 06 The Dull Blade
- 07 Ballad Of Richard K
- 08 Taking Me Over
- 09 A Number To Murder To
- 10 Gallop Song
- 11 Palm Springs (features guest vocals by Blag Dahlia)
- 12 Win Us Over
- 13 Bombs Away

**\*\*Recorded and Produced by Matt Hyde**

Website: <http://www.asgnation.com>

MySpace: <http://www.myspace.com/asgmusic>

Label: <http://www.volcoment.com>



Derek Meier

[derek@solidpr.com](mailto:derek@solidpr.com)

(908) 230 8371

PO Box 2471

Westfield, NJ 07091