

March 26,2011

Dear **Kata Rokkar**,

From colorful wayfarer sunglasses to shiny leggings to over-sized nerd glasses, the 80s are sure making its way back into the scene, so why not bring the music back as well? Enter Kids of 88, where 80s glam rock meets full on new wave raunchiness, leaving you feeling sweaty and dirty after one listen (in a "I just danced my pants off" way of course).

The New Zealand duo consists of lifetime best friends, Jordan Arts and Sam McCarthy, both born in 1988, which serves as the genesis of the band's name and direction. Kids of 88 came together after the two decided to pursue their careers as musicians while attending St. Peters College in Auckland. Embedded with a serious music background and history, the Kids paved their way to success through home productions, which eventually landed them on New Zealand's Top 10 in 2009 with their hit "My House."

Fast forward to today, their 16<sup>th</sup> hi hats and hand claps and infectious hooks have lead them to support various tours ranging from Passion Pit, to the Naked and Famous and Ke\$ha. The Kids, who signed with Sony Music, released their new single, "Just A Little Bit," to the US in November 2010. The buzz will soon sky rocket across America, especially after winning over several new fans with their catchy dance melodies and rock star energy during their recent performance at the One Night in Austin bash at South by Southwest. With their late US release of their EP, "Sugarpills", a 2011 tour is also in the works. Be one of the first to catch the buzz and I look forward to hearing your feedback and discussing media coverage for this unique and talented band.

Sincerely,

Nedj Alsagoff