

# MIKE KENEALLY BAND

# dog

**M**averick rock singer/songwriter/producer, world-renowned guitar virtuoso, independent music trailblazer: **Billboard**-charting **Mike Keneally** is all this and much more, and he is poised to explode into mass consciousness with his brutally powerful new album **DOG** from Exowax Recordings.

Keneally has carved a unique niche in rock with his solo career, as a bandleader, and through his work with Frank Zappa, Screamin' Jay Hawkins, Steve Vai and Robert Fripp. Now, with his amazing four-piece group, Mike unleashes **DOG**, a thick, hallucinatory adventure from start to finish, and a feast for mind and body.

Like other rock subversives such as Flaming Lips, Beck or Wilco, Keneally has been putting together a substantial body of true alternative art rock for over a decade. Pumping new vitality into the two guitars-bass-drums lineup, **DOG** features **Keneally, Bryan Beller** (Wayne Kramer, Mullmuzzler), **Nick D'Virgilio** (Tears For Fears, Genesis) and **Rick Musallam** (sessions with The Roots and Gwen Stefani) rocking the studio hard, with Keneally's production wizardry augmenting the performances without compromising the essential core strength of the band's sound.

**DOG** follows hot on the heels of **THE UNIVERSE WILL PROVIDE**, Keneally's orchestral composition, performed by Mike and the Metropole Orkest and released in September on Steve Vai's Favored Nations label, and will reap the benefits from that album's promotional campaign. There will be special articles cross-promoting both releases – who other than Keneally would put out an orchestral album and a serious hard rock album like **DOG** in rapid succession?

**DOG** combines all the best aspects of Keneally's music – aggressiveness, complexity, melody, humor and raw energy – in a completely irresistible and new way.



**CATALOG NUMBER:** EXO-2406

**RELEASE DATE:** Nov. 16, 2004

**MSRP:** \$17.98

**FILE UNDER:** Rock

**BOX LOT:** Qty. 30

**DISTRIBUTION:** Navarre



**TRACKS:**

**LOUIE**  
BOBER  
**SPLANE**  
**PRIDE IS A SIN**  
SIMPLE PLEASURE  
PHYSICS  
RAINING SOUND  
CHOOSING TO DROWN  
GRAVITY GRAB  
THIS TASTES LIKE A HOTEL  
PANDA  
**(EMPHASIS TRACKS IN RED)**



## MARKETING OVERVIEW **Selling Points:**

Hard-core following among rock, jazz, jamband, prog, guitar and Zappa fanatics • Highly anticipated first electric Keneally album in four years, nine weeks after Favored Nations' successful release of Keneally's orchestral album • Taylor Guitars clinician and Fender Guitars endorsee; appears live and in advertising for both. **Publicity:** Indie publicity provided by Lucy Sabini at Annie Ohayon Media Relations focusing on long-lead publications, regional and local media, radio and television • Mike is a very engaging interview subject • Press mailing out the week of August 30 • Keneally news feature by George Varga in the *San Diego Union-Tribune* in September • Multi-page feature article by Barry Cleveland in the December issue of *Guitar Player* magazine • Print ads in *ICE*, *Progression* and other national magazines. **Retail:** Co-op dollars available to insure prime retail positioning • Top Sales Markets: San Diego, Los Angeles, New York, San Francisco, Chicago, Philadelphia, Denver, Cincinnati, Seattle and Boston. **Radio:** Will be serviced to NPR, College, AAA and Alternative in October • *Dog* music featured in 15,000 DVDs of the film *The J-K Conspiracy* to be released by 101.5 KGB-FM, San Diego, in October. **Online:** Keneally.com has been a high-traffic, promotionally rich internet music destination since 1994 • RadioKeneally.com, playing Keneally music 24/7, recently debuted with much fanfare • Newsgroup alt.music.mike-keneally and thousands of Keneally e-mailing list members are pumped and talking about *Dog* • Many Keneally fan sites and music sites are featuring music samples and interviews. **Touring:** Headlining summer festivals on both coasts • Taylor Guitars acoustic tour of Northeast, Northwest and Midwest September through November, 2004 • Mike Keneally Band tour in early 2005.



**P.O. Box 232623**  
**Leucadia, CA 92023-2623**  
**760-753-7111**  
[www.keneally.com](http://www.keneally.com)  
[www.RadioKeneally.com](http://www.RadioKeneally.com)