

**EL CUERO** combines the straightforward melodic sense of Steve Earle with beautiful Californian harmonies, and the madness of Neil Young & Crazy Horse in their wildest, most out-there moments. This creates some great contrasts, from mellow acoustic tunes to mammoth electric solo workouts, often straying into some dark and heavy territories along the way.

Since the group started in 2005, and since the release of their self-titled debut in 2007, the Norwegian band EL CUERO have been working their way into peoples consciousness as a natural sounding and unstoppable band, both live and on record. The debut album "EL CUERO" was recorded in just over a week, live in the studio with no compromises, and released on their own label Gravel Road Music.

Receiving great critics for the album, it has now sold some 3000 copies. Impressive sales in Norway for an underground rock band, and something that's given them a solid foundation for their next release.

On their second album "A GLIMMER OF HOPE", El Cuero deliver songs and sounds from their whole musical spectrum. From hard rock, via stratospheric, powerful and dirty power country, to honest Americana ballads.

The record is both elegant and spontaneous, with the vibrant live feeling to it that's become a staple of both El Cueros gigs and albums. Because of the band's desire to capture the moment with each song, the album is once again recorded with the whole band playing live - together in one room at the same time. This retro approach, combined with a fresh and playful sound, is just some of the reasons why EL CUERO has acquired their unique sound. Something in which they are quite alone of on the Norwegian rock scene today.

The critics has almost unanimously praised "A Glimmer of Hope", and we're now up at an impressive numbers of very good reviews.

"A GLIMMER OF HOPE" was produced by the band, together with the renowned Hellbillies-guitarist and producer Lars Håvard Haugen, in Parachute Studio, Oslo, and mixed by the great Mike Hartung (A-ha, Marit Larsen, Odd Nordstoga etc.). The album was released in Norway october the 6<sup>th</sup>, both on cd and on double 180 gram vinyl.

The release of the new album was followed by an extensive tour throughout the fall of 2008, and will continue through the summer of 2009. This autumn they also appeared on national TV, among them TV2s "God Morgen Norge", NRKs "I Kveld" and "Oslo TV", and been well featured in other national media.

Although the release and tour is set for Norway, the band is currently working on the international market as a natural next step, and the forthcoming By:Larm festival is a great vehicle for that.