

MY EPIC / YET



OVERVIEW

My Epic was first introduced to the music community with their self released EP and then later with their full length debut on Facedown / Dreamt Music titled "I Am Undone"; which received praise from critics and fans alike. Their humble and yet infectious work ethic and spirit has inspired bands and fans nationwide to care and think less of themselves and more of others. For their new album "Yet", My Epic teamed up with producer Matt Goldman (Underoath, Anberlin, Copeland) and spent 3 weeks at his Atlanta studio. When asked about the title and meaning of the album, the band had this to say:

"YET is about the distance between that which has already been traveled, overcome, and discarded, and the journey still to come. It is about the evidence, even now, of what will be. It is about a G-d who is so brilliantly and blindingly big that our rational minds can only be left to cower at His depths. He is so magnificent that we cannot yet look Him in the eye and yet He desires to live within us. It is about the hope that arises when one truly realizes that we will be completely undone when we stand before Him and yet He loves us still and makes us what we could never be on our own."

"Yet" is recommended for fans of Thrice, Cool Hand Luke and Copeland.

TRACKLISTING:

1. Author
2. Lower Still
3. Lashes
4. Rich
5. Patience and Silence
6. Sound and Fury
7. Pour
8. Ashes
9. Further Up/Further In
10. Perfection

Also available:



My Epic
"I Am Undone" CD
Cat # FCD073-2
UPC: 803847107327

SELLING POINTS

- Engineered and produced by Matt Goldman (Underoath, Copeland, Anberlin) at Glow In the Dark Studios.
- Touring in June with So Long Forgotten (Come & Live) and label mates A Hope For Home.
- Appearing this summer at Cornerstone Festival in Bushnell, IL.
- Featured on Summer 2010 Facedown sampler.
- Cover art by Dave Quiggle

ADVERTISING / MARKETING

- Aggressive print ad campaign to include Alt Press, AMP, HM and more...
- Strategic and targeted online ad campaign through Facebook
- Thorough pre-release promotion through postcards, online graphics, touring and viral networking.
- Online features being scheduled with key rock websites
- Strong promotion from the band and label on Myspace, Facebook and Twitter with give-a-ways, contests and non-stop news blasts.
- Mass email + text blasts to Facedown Records email and text message subscription lists.

Hometown: Charlotte, NC / **Key Markets:** National

Dreamt
music

a division of Facedown Records

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Street Date: July 6, 2010

Artist: MY EPIC

Title: Yet

Genre: Rock

Cat #: FCD094-2

UPC: 803847109420

Price Code: CD12

Configuration: CD

Box Lot: 30