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ELECTRIC TOUCH TO PERFORM AT THIS YEAR'S SXSW AND COACHELLA FESTIVAL'S

SOPHOMORE ALBUM SOON TO BE RELEASED ON ISLAND RECORDS

(LOS ANGELES, CA – February 22, 2011) – **Electric Touch** shot off to an impressive start in 2008 when prior to releasing their self-titled debut album the band was confirmed to rock the stages of **COACHELLA** and the **SXSW festival**. Throughout their debut year, the band also appeared at **Bonnaroo, Lollapalooza, Summerfest, V-festival, Mile High Festival, Buzzfest**, and **Austin City Limits** festivals as well as nabbing support slots on tours with The Fratellis, The Airborne Toxic Event and Filter. The reception was amazing, in fact Austin.com noted, "**How good are they live? Enough that we're going out on a limb to call Electric Touch the best set of the (ACL) fest.**"

2011 is shaping up to be just as productive for the Austin, TX based band as **Electric Touch** have once again signed on to appear at two of the major festivals of the year including **SXSW** and **Coachella** with more Festival announcements and tour dates forthcoming.

It was just last year that the band signed to Island Records and began writing and recording their sophomore effort. As the band prepares for their summer album release, produced by the Grammy-nominated Producer of the Year, Howard Benson, they are ready to pick up where they left off. Their musical philosophy is to "reach out and touch everyone that we can with our music" says frontman Shane Lawlor. He continues, "We are a touring, working band. We can't wait to get back on the road and play our old hits, and proudly introduce our new songs."

With members hailing from both sides of the Atlantic, this exciting 5-piece delivers their own original brand of British-American Rock music. In this case, the result is **Electric Touch**, the type of unbridled rock band that's been missing from the scene for quite awhile — a monster of a group whose sound is big enough to fill an arena. The bulletproof rhythm section is the backbone of the band, now infused with the power of members, Isaac Strycker (Guitar/Keys/Vocals) and Portland Musser (Bass/Vocals). The band delivers a pounding beat, punctuated by killer bass lines. Dynamic guitars bring angular melodies, refreshing in simplicity, one moment then exploding into frenzied fury the next. **Electric Touch** blends its vocal hooks and harmonies and delivers to their growing fan-base an urgent call to arms; the future of music is now!

ELECTRIC TOUCH is Shane Lawlor (vocals), Louis Messina, Jr. (drums), Christopher Leigh Messina (guitar), Isaac Strycker (Guitar/Keys/Vocals) and Portland Musser (Bass/Vocals).

www.electrictouchmusic.com

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SXSW Showcases

Saturday March 12

4:30 – 6pm Samsung Interactive Showcase @ the Samsung booth at Convention Center

Saturday March 19th-

12-5pm Universal Music Distribution Showcase @ The Speakeasy (412 South Congress Avenue).

12:00 midnight @ Rooftop Bar (408 E. 6th street)

Electric Touch on Tour

March 6	Brazos Valley Bank Ballpark (Bombers Stadium) Bryan, TX
March 10	Cactus Café Austin, TX
March 12	Samsung Booth-SXSW Austin, TX
March 16	Bruster Street Corpus Christi, TX
March 17	Backstage Live San Antonio, TX
March 19	Speakeasy-SXSW Austin, TX
April 7	Moody Theater (ACL Live) Austin, TX (with Heart)
April 9	The Fitz Houston, TX
April 16	Coachella Festival Indio, CA
April 29	City Hall Austin, TX
April 30	Edgfest Dallas, TX

For more information, tickets, interviews, etc. contact:

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