

PRESS RELEASE
7th of September 2005

Maplesnow

MAPLESNOW WELCOMES THE DARKENING AUTUMN WITH THEIR DEEPEST DIVE EP

The indie record label Matara Music continues actively



The first official record by the Finnish rock band Maplesnow will be released in Finland on the 9th of September. Named after the opening track, the *Deepest Dive* EP continues with the style the band has established on its promo recordings. Maplesnow plays melancholy and melodic indie rock with no holds barred. While the title track overwhelms the listener with its massive emotionality and *Tick Tock* accelerates the pace with its relentless aggressive drive, the EP ends with a soothing pop tune *Found Love*.

- We had difficulties choosing the opening track, because each of the songs is the best in its own way. That's why it's an EP, not a single with two B-sides. On the whole, I believe this gives a good feel of the dynamics and the arch of drama we'll aim to capture in our live performances as well as on the upcoming album, the singer-bassist Heikki reflects.

Deepest Dive was recorded in the band's private sanctuary, Matara, which is an abandoned farm in the middle of Finland. The recording session took place during the bright nights of June. The honor and responsibility of recording and mixing the EP was trusted to Jussi Järvenpää, who has been working with Maplesnow for years.

The artwork for the CD cover of *Deepest Dive* was designed by Johanna P., who has created a unique look for Maplesnow graphics already with the earlier promo-CD covers and the web design. In the cover the human figure "Ukkeli", who has become a sort of a Maplesnow mascot, longs after the bright stars on the desert sky. Johanna P. will also bring Ukkeli to life, since later there will be an animated video on the song *Deepest Dive*.

The fresh promo pictures of the band are designed by a Finnish advertising agency SSC International. The people who captured the essence of Maplesnow were photographer Ville Harilahti and AD Jussi Jokinen. (www.superstarcollective.com)

In addition to marketing the new EP and touring, Maplesnow will spend the next winter working on the material for their debut album, recordings of which are bound to start in the spring.

More information about Maplesnow can be found on the band's homepage: www.maplesnow.com. *Deepest Dive* can be bought via Matara Music web pages: www.mataramusic.com.

Deepest Dive is the second release of an independent record label Matara Music. The company was established in June 2005, when they released the *Awake* EP by Verenn. The modern metal-oriented guitar rock of Verenn has been noted well around Europe, and the song *Awake* has made it to radio playlists in the UK and Germany. Thus also the expectations for Verenn's upcoming debut album (to be released during 2006) are promising.