

# Fancy That

## BIO/ARTIST PROFILE

The alter ego of Ann Arbor rock band, **Nuthin' Fancy**, **Fancy That** first formed in 1996. The band members' different musical influences are reflected in the unique styles of their original songs, with each contributing to the songwriting. **Jim Schoolcraft** sings primary vocals and plays lead and rhythm electric guitars and acoustic guitar. His rhythm-lead playing style is carried over from his live performances and expanded in this studio effort. **Ray Bailey** plays electric bass and sings backup vocals, previously performing with many other Michigan bands, including **Silent Radio**, also on the Megawave label. **Tom Scherer** plays drums and keyboards and sings vocals. By playing point and counterpoint throughout, he weaves the group's rhythmic fabric. Together, **Fancy That** has something to say about our lives and times, and some of the things we all go through along the way.

## BUY! HERE'S WHY!

- ◆ **Fancy That's** debut is a core example of Ann Arbor's eclectic pop-rock sound.
- ◆ A memorable collection of originals
- ◆ Release will be supported by internet promotion.

## RETAIL

- ◆ Merchandising Tools
- ◆ MVD Entertainment (610-650-8200 voice/www.mvdb2b.com)

## RADIO

- ◆ Servicing to Rock Radio
- ◆ MEGAWAVE Marketing (734-260-6950 cell/ 517-371-4444 voice/ 517-371-4445 fax/ megawave@ic.net)

## PUBLICITY

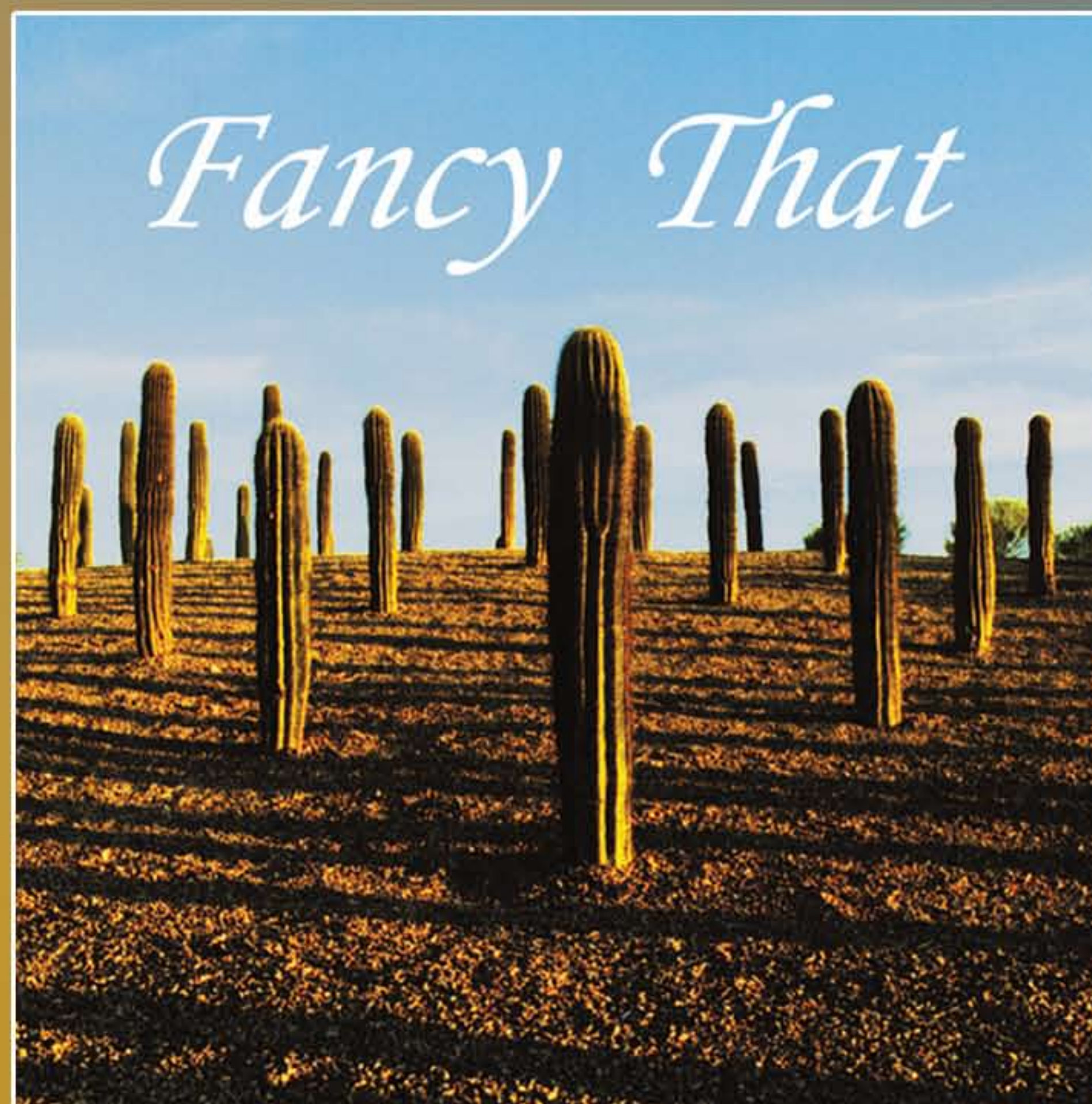
- ◆ CD Reviews and features in key music publications including Trade Magazines, Dailies, and Weeklies
- ◆ Internet marketing
- ◆ Music Video & Interview
- ◆ Clint Weiler, Publicist (610-650-8200 X115 voice/ clint@mvdb2b.com)

## LABEL SUPPORT / INFO

- ◆ MEGAWAVE Records (734-260-6950 cell/ 517-371-4444 voice/ 517-371-4445 fax/ megawave@ic.net/ www.MEGAWAVEmusic.com)

## HOMETOWN

- ◆ Ann Arbor, Michigan USA



## TRACK LISTING

- 1 We Can't Live Together 4:06
- 2 Wait A Minute 6:14
- 3 Misery In A Dress 5:30
- 4 New Idea 4:28
- 5 Trapped 5:15
- 6 Fall Breezes 4:52
- 7 Grays 4:31
- 8 So Far Away 4:37
- 9 Get Away 5:14

TOTAL PLAYING TIME 44:59

## MARKETING OVERVIEW

Music reviews and new release information will be sought prior to album release date. Music video, interview, and an Internet campaign will coincide with album release. Music licensing of select tracks is planned for added attention to the album's availability. For more information, please visit [www.MEGAWAVEmusic.com](http://www.MEGAWAVEmusic.com).

SRLP \$9.95  
Box Lot 30  
Discounts Available

RELEASE DATE: January 11, 2011

ARTIST/TITLE

Fancy That  
"FANCY THAT"



FILE UNDER: POP/ROCK

COMPACT DISC (Jewel Case)

CATALOG #: MEGW0022



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