

THE HUMAN VALUE SECOND U.S. RELEASE HAS A PRETTY MOUTH AND A NEW APPROACH

*September 23rd Release Push and Pull from Female Fronted Power Trio
Solidifies U.K. Hype as Band to Watch in Second Half of 2008*

Lead Singer Turu Launches Indie Label with New Record

NOT FOR IMMEDIATE RELEASE

LOS ANGELES, CA (July XX, 2008) – Los Angeles-based power trio The Human Value (<http://www.thehumanvalue.com>) announced today that they will be releasing their second CD, *Push and Pull*, in the U.S. on September 23, 2008, along with a limited edition LP. The LP (500 blue and 500 yellow vinyl) includes a free download card for a one-time digital download of *Push and Pull* and two additional bonus tracks not on the U.K. version (released Nov. of '07). The U.S. release is the first on lead singer Turu's newly-formed Pretty Mouth Records (<http://www.prettypmouthrecords.com>) via Big Deal Records (<http://www.bigdealrecords.com>) with distribution from Ryko / WEA (<http://www.rykodistribution.com>).

The Human Value (THV) is a power trio fronted by serpentine vocalist Turu, king of the fuzz-tone guitar Hiram Fleites (ex- Kittens for Christians) and whirling dervish drummer Tim Bolish. THV first made a name for themselves in England on their debut self-titled CD in winter of 2006. Turu and Hiram, the core duo behind the LA based THV, relocated to London that year, touring guerilla-style through '07. They returned to the states to record *Push and Pull* but went back to the UK for that release and more touring. They made the move due, in large part, to nomadic adventure and fantastic reviews in the notoriously fickle U.K. press (like NME "It's powerful stuff" and The Fly "They are The Human Value. We are not worthy,") on their UK debut. They soon became known for their eye-popping live show.

Push and Pull finds The Human Value's core sound based on Turu's sultry, come hither and often balls-to-the-wall vocals who, according to Diva Magazine, "...sounds like Karen O's sleazier sister". Full of heavy, dark, fuzzy tunes that sound like a band who enjoy comparisons to Joy Division one day and Blondie doing vocals for The Strokes another, and throw in some PJ Harvey for good measure. It is a record that will literally push and pull you in many directions at once. There's a lot of noise for a power trio, that's for sure.

Full track listing for *Push and Pull* is:

- 1. Pleasant Town**
- 2. Pretty Mouth**
- 3. No Sacrifice**
- 4. I Don't Care**
- 5. Complications No. 2**
- 6. Hold of Me**

7. **Spite**
8. **Alibi**
9. **Parts**
10. **Nothing**
11. **Home is Not Real**
12. **Deep Blue**
13. **Push and Pull**
14. **All These Years (bonus track, previously unavailable)**
15. **The City (bonus track, previously unavailable)**

While living in the UK, Turu found a number of cool artists and like-minded musicians who are ready for a U.S. presence. Being business minded (as well as quite 'hot') Turu decided to launch Pretty Mouth Records with The Human Value's latest full length being its first release. Pretty Mouth Records will announce additional signings in the near future and will be focusing on digital distribution as well as CD and vinyl product, so full details of the new label will be announced shortly.

ABOUT THE HUMAN VALUE & PRETTY MOUTH RECORDS

The Human Value is fronted by the sultry Turu (vocals), Hiram Fleites (Guitar) and Tim Bolish (Drummer). Founded in 2005, Turu and Fleites moved from their home base of Los Angeles to London in support of the eponymous debut in 2006. English publications like NME ('powerful stuff'), The Fly ('Yeah Yeah Yeah's with added PJ Harvey'), Diva ('Sounds like Karen O's older, sleazier sister'), Artrocker ('larynx-vibrating anthems laces w/ venom that can't be missed') and more praised the bands live show and the band built a substantial fan base. 2008 finds Turu and the band releasing their second release *Push and Pull* on September 23, 2008 by launching Pretty Mouth Records via Big Deal Records and returning home to Los Angeles to conquer another jaded music-obsessed city.

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