

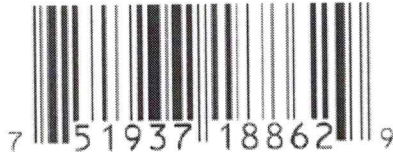


nilaihah records

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TRACK ORDER

1. Blind
2. Anodyne for the Weak
3. Alter Ego
4. Fix
5. Heal
6. Impetus (98 Version)
7. Spirit in Reverse
8. Liberation
9. Blind (slot b mix)
10. Visionary Fields
11. Regression is no Option



Distribution in the US through - Amazon, Metropolis, A Different Drum, Isolation Tank, Middle Pillar, Harvest Media, Projekt, CD Baby, DarkLand Music, Unspun, Musikwerks, and DSBP; **Available in CANADA** through Storming the Mailorder



Street date: August 06, 2002
Nilaihah Records - nr009

Full Length CD - 11 songs

file under: Electronica, Trip Hop, Industrial Pop

Hailing from Sweden, Backlash provide us with sweet electro pop hooks and sensibilities, drum 'n bass loops, trip hop melodies, and old Industrial influences, coupled with female vocals that glide across tempos. They combine styles similar to Hooverphonic, Front 242, Kraftwerk, and Skinny Puppy, yet somehow retain their own sound.

Sweden's best electronic label, Memento Materia, released Backlash's debut album "Impetus" in the fall of 2001, an album that was widely appreciated by both press and fans. With hits like "Blind", it was easy to see why they became icons in their own country. Swedish music magazine, ZERO, wrote "Swedish independent music can't be much better than this today", a fact proven when "Impetus" was nominated for "**Best Album of 2001**" at the **Swedish Alternative Music Awards**. After this release, Backlash performed live at several big festivals such as Arvikafestivalen (Sweden's biggest alternative festival), Malmofestivalen, and at the renowned Gothenburg electroclub, Romo Night.

In 2002, Memento Materia and Backlash presented the "Blind" EP that created pure, danceable Electro-Pop from a band with years of experience. A pure combination of electronic soundscapes, danceable rhythms, and Malin Andersson's addictive vocals. Often compared to a mix somewhere between Kraftwerk and the Cardigan's, Backlash provide a unique sound, all their own.

Now, in August of 2002, America will finally see what all the hype is about with Backlash's debut US release, also entitled 'Impetus.' Nilaihah Records brings you the strongest songs from both Swedish releases, 'Impetus' and the 'Blind' EP, licensed from Memento Materia. With club tracks like "Blind (slot b mix)", Anodyne for the Weak, and Alter Ego, along with soothing tracks like "Spirit in Reverse" and "Visionary Fields", everyone electronic fan should find some solace in 'Impetus.'

Feel the BACKLASH!