

Contact: Cory Morgenstern
Phone: 914 774-4937
Email: Soular@aol.com

FOR IMMEDIATE RELEASE, PLEASE:

**THE 'BIG BANG' THEORY COMES TO EXHILIRATING
MUSICAL LIFE WITH THE DEBUT ALBUM BY
MULTI-FACETED POWER-POP TRIO SOULAR SYSTEM**



Big Bang, the multi-faceted, instantly infectious debut by New York based power-pop band Soular System, is the exciting culmination of lead singer/songwriter Cory Morgenstern's 35 years as a professional musician, an exhilarating vehicle for his numerous writing, recording and performing talents.

When Morgenstern isn't wrapped up in a million different music-related endeavors these days, he's hard at work on his tongue and cheek book "What Do You Really Do For A Living?" (aka "Confessions Of A Club Date Musician"). The producer, guitarist and keyboardist has the perfect response to the question people have been asking this question throughout his musical life: "everything," from thousands of corporate, restaurant, hotel, club, concert and charity gigs to teaching guitar to underprivileged kids and the blues to a 100 year old blind woman.

Starting with the immediately catchy electric guitar vocal mix of the title track, the blistering guitar energy of "Keep Walking" and the catchy harmonic pop reggae tune "Spinning My Wheels," the music of Soular System is brightly textured harmonic pop rock that draws from a lot of deep musical wells—his love for the classic rock he grew up on (Beatles, Stones, Cream, Led Zeppelin, Pink Floyd, Hendrix), the traditional Charlie Parker-Dizzy Gillespie jazz he studied with mentors, saxman David Gross, and pianists Walter Bishop Jr. and Mike Longo, and of course, his affinity for heartfelt, spirited songwriting.

Written and Performed exclusively by Morgenstern and Co-Produced with R & B producer Glenn Swan, **Big Bang's** universe and genre busting sound combines several keyboard pads, acoustic and electric guitars, soaring lead guitars, saxophone by the incomparable Lilly White and cool special effects that hint at the singer's sci fi influences. Currently Soular System's lineup includes the powerful rhythm section of Chris Warwin on bass and vocals and John Niccolls on drums. Warwin has played with Meat Loaf and Powerhouse (and opened for everyone from Santana to Cactus, Buddy Miles, Paul Butterfield and The Beach Boys) and has played in bands for numerous Broadway musicals, including Little Shop of Horrors, Footloose, Godspell, Jesus Christ Superstar, Hair and Aida). As the drummer for Traffic Diversion and Vox Populi, Niccolls—who grew up in Barbados and was a childhood friend of rock superstar Robert Plant--has played a variety of styles, including ska, reggae, rock, blues and techno.

When Soular System performs live, their repertoire includes dazzling **Big Bang** originals like the hip-hop rock/70's funk influenced "If At First" (which was featured on an indie compilation by Garagista Records called *Rivertown Rocks*) and the haunting "Say Yes To Goodbye"; the two

cover songs on the album, a harmonic vocal ballad version of The Beatles' "I'm Happy Just To Dance With You" and the raucous, anthemic "Journey To The Center Of The Mind," a Detroit rock classic by The Amboy Dukes; and rock and blues covers of songs by Eric Clapton with John Mayall and The Bluesbreakers, Blues Magoos, Screamin' Jay Hawkins, Chuck Berry and Cactus, et al. Most recently Soular System became a finalist in the 2007 Rolling Rock Original Band Contest for New York City!

Morgenstern is currently working on his second Soular System CD, a more organic, acoustic driven project tentatively titled "Into The Black Hole." He is also connecting with several music licensing companies such as Pump Audio for TV, jingles and movie soundtracks.