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## **EMAC RECORDING STUDIOS MINES U.S. GOLD**

**(London, Ontario):** The team at EMAC Recording Studios is making room on its walls for a gold record they were instrumental in developing in their Rectory Street facility.

About 18 months ago, EMAC President Rob Nation was behind the mixing board working with a then little-known London, Ontario based thrash metal band called Kittie, engineering their first release with Artemis Records of New York.

“I’m not sure at the time I knew we had a gold record on our hands,” says Nation, who received word a couple of months ago from band’s manager that Kittie’s debut CD *Spit* had reached the 500,000 mark in the U.S., “but I did have the sense that it would do well.

EMAC’s relationship with the four-piece, all girl band began over two years ago when they were looking for a local facility to engineer and produce their demo. “I was impressed with the girls’ motivation, the fact that they wrote their own material and that they were committed to developing their own unique sound. I think that level of dedication is what helped them achieve their success.” Nation engineered the demo, which was shopped to a number of record labels in Canada and the U.S.

“Things began to move fast,” notes Nation. “It was only about four months after we worked with them on the demo that we cut a five-song independent EP with the help of local producer Gord Prior. As that hit the shelf, Artemis decided to sign them and wanted a full-length CD right away.”

Nation, knowing the band had the potential to make it big, called in producer and long-time friend Garth Richardson – famous for producing albums for bands like the Red Hot Chili Peppers and Rage and the Machine – to work with him on the project.

“It was like a tornado hit around here,” says Nation. “The whole project from start to finish took 15 days and was a blast to work on.”

The CD was released in North America January 8<sup>th</sup> last year and hit gold in the U.S. just a couple of months ago.

“I think we can sometimes underestimate the quality and talent of the people in our own city,” says Kittie’s manager Dave Lander. “Rob and guys at EMAC have incredible skills, facilities second to none, and they know the music industry. We’ll be coming back to them to engineer our next project.”

Until then, the team at EMAC will savour the golden moment knowing they were a key part of Kittie’s success south of the border.

EMAC is a full-service recording studio providing music production, artist development, sound engineering for the music industry as well as music scoring and commercial audio post production for radio, television and video productions.

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**PHOTO OP:**

Any media member wishing a photo of the EMAC team and the official gold record is welcome to arrange a shoot.

**FOR FURTHER INFORMATION, PLEASE CONTACT:**

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