

OUTBURN

THOUSAND OAKS, CA
6-TIMES/YEAR 40,000
MARCH 2006



WE ARE THE FURY
Infinite Jest
(NEW ARMADA / EAST WEST)

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GENERIC DANCE ROCK: Presumably hoping to capitalize on the dance rock trend that has

pervaded the music scene over the past few years, New Armada, the record label owned by PureVolume.com, has signed a band that employs the generic angular guitars, synthy beats, and singer who sings like he is British. At many moments on this Toledo, Ohio group's five song EP, *We Are the Fury* sounds an awful lot like a bad, less aberrant version of Ima Robot. The singer, Jeremy Lublin, hoots with such attitude you can almost see the eyeliner he has probably smeared across his lids while his similarly image conscious bandmates offer bouncing keyboards and head bopping guitar riffs. *Infinite Jest* is certainly likable dancefloor material, but every time the singer hollers with that faux Brit accent, you can't help but think, "I've heard that one before." The potential marketability of *We Are the Fury* is evident; this quintet has sonic similarities to beloved bands like Franz Ferdinand and The Sounds, and it's likely they are very stylish lads. But *We Are the Fury* is working with the burden of being pigeonholed as an emo band because of who their label is, and, honestly, Panic! at the Disco has already got a monopoly on that market. ~ Emily Zemler