

February 8, 2011
For Immediate Release

**AMPLIFIED HEAT TO RELEASE THEIR 3RD FULL LENGTH ALBUM, *ON THE HUNT*, ON
GONZOLANDIA RECORDS MARCH 1, 2011**

ALBUM RELEASE PARTY MARCH 3RD AT THE CONTINENTAL CLUB IN AUSTIN, TX

Thursday, March 3, 2011 @ 9:00 p.m.
The Continental Club
1315 South Congress Ave. Austin, TX 78704
(512) 441-2444
Tickets: \$10.00
www.continentalclub.com

The Ortiz brother's Amplified Heat have been making waves in Austin and around Texas for close to 10 years, but it isn't until the release of the forthcoming *On The Hunt* on Gonzolandia Records that they have truly captured the sound they have been perfecting since their inception. *On The Hunt* is Amplified Heat's 3rd full length studio album, recorded and produced by James Webber in an old homestead outside of Austin, Texas, and is a 10-song rock and roll tale that centers around one theme: chasing women... and all the trouble one gets into doing so.

Brothers Jim (Guitar), Chris (Drums) and Gian (Bass) expand their sound into new territory, shooting up psychedelia and Lightnin' Hopkins-esque acoustic blues into their always consistent no frills Rock and Roll. This album is not for the faint of heart, it is rough, dirty and sometimes abrasive.

On The Hunt was recorded exclusively onto tape and tracked live, with vintage microphones, amplifiers and instruments. It's no surprise, then, that the album sounds old and maintains the garagy sound that you so often hear at Amplified Heat's live show. This is Amplified Heat in their natural state.

Jim Ortiz: "Why we use Vintage gear? Because that is the only way we found we could get the sounds we heard! We fell in love with old music! We set out to be the loudest band around! Regardless of what anyone thinks! For us, to play music is to be true to yourself and we love it loud!"

Omar & AJ Vallejo chipped into the producing of this album with two tracks, "Anasuya" and "Ain't Trying To Deny", recorded & mixed at their studio in South Austin. Most other songs were mixed by Chris "Frenchie" Smith at the Bubble in Austin.

The album release party will be held at The Continental Club in Austin, Texas and will feature performances by Shapes Have Fangs and Tia Carrera.

The current list of confirmed 2011 Amplified Heat tour dates is as follows:

February 12, 2011	Continental Club, Houston, TX	www.continentalclub.com
February 19, 2011	Old No 2, Laredo, TX	myspace.com/oldno2barrileros
March 3, 2011	Continental Club, Austin, TX	www.continentalclub.com
March 12, 2011	Theo's, Corpus Christi	www.theosdrinkspecials.com
March 16, 2011	SXSW w/ The Growlers	www.sxsw.com

###

For more information on Amplified Heat, please contact James Webber james@whitecrowe.net
Ph: 512.358.8508 media resources visit <http://amplifiedheat.com/epk>
www.amplifiedheat.com