

Another trio that knocked me out at SXSW was Amplified Heat - Hispanic-American brothers Jim, Gian and Chris Ortiz on guitar and vocals, bass and vocals, and drums respectively - who destroyed a smaller crowd than they deserved with boogie-war vengeance. Rock dreams that quickly came to mind: Stevie Ray Vaughn fronting the Groundhogs; ZZ Top with Blue Cheer running in their veins.

**David Fricke, Rolling Stone Magazine**

Band of Gypsies kidnap Blue Cheer, throws em in the back of a Two Lane Blacktop hotrod with a suitcase full of uppers and floors it to the next whiskey bar.

**Rank and Review**

Amplified Heat play the kind of high energy boogie rock that immediately brings Cactus's finest moments to mind.

**Brian Varney, Lollipop**

Imagine music comparable to ZZ Top with a vocal assault reminiscent of Lemmy (Motorhead) topped off with the raw stripped down production of a Ramone's album.

**Dave Evans, Utter Trash**

...pure energy laced with a heavy dose of blues, a dash of punk and a pinch of heavy metal in there for extra seasoning.

**Nina Khachatourian, Feedback**

Amplified Heat is a swirling vortex of blood, spit and history

**Austin Chronicle**

High octane rock that'd broadcast just perfectly from the tape deck of a 1970's muscle car, so put the pedal to the metal and prepare to get thoroughly trashed by the smokin'-hot sounds of Amplified Heat.

**Roger Moser, Under the Volcano**

...pounding industrial drums in the middle of a bloozy garage rocker, acid-friend stoner-metal riffs breaking up a who-do voodoo thunderbilly party, and sleazy N'awlins stripper-grind for no good reason at all (not that you need one).

**Sleazegrinder**

Originally from Columbia, the three Ortiz Brothers who make up Amplified Heat take the blues and turn it into a frenetic, loud, amped up monstrosity that hasn't sounded so raw since the days of Cream and Winter.

**Ken Wohlrob, Bully Magazine**

Supercharged local power trio Amplified Heat fires up a badass simulacrum of Seventies coliseum rock

**Greg Beets, Austin Chronicle**

## PRESS QUOTES



Loose and lethal, down and dirty Tex-ass booze blooze rock (think pre-disco-supercomputer ZZ Top) from the three Ortiz brothers, a sweaty stubbled, fried-to-a-crisp-in-the-desert-sun power trio in the best possible sense of the term.

**Keith Bergman, This Week in Metal**

The band's name is apt, as the record burns fast and bright.

**John Pegoraro, Stonerrock.com**

The Ortiz Brothers pound the blues into something entirely their own, invoking the memory of bands as diverse as Mudhoney and Queens of the Stone Age in the process

**Jim McDonald, 1340mag.com**

...they've hammered down their own take on the blues, much the way bands like Jon Spencer or Mudhoney has, by combining it with kegs of fuzz and sweaty garage punk.

**Nick Muc, Stonerrockchick.com**

With a devotion of vintage gear and classic rock that matches their white-knuckle zealotry... spewing forth like Motorhead drunk on Fresh Cream.

**Christopher Gray, Austin Chronicle**

[www.AmplifiedHeat.com](http://www.AmplifiedHeat.com)

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