

FOR IMMEDIATE RELEASE

NEWS:

KLAATU-MANIA SWEEPS THE COUNTRY

HOLLYWOOD, April 1977 - Klaatu-mania is sweeping the country. Capitol's "mystery group" Klaatu, which was virtually unknown two months ago, has sold several hundred thousand records and is becoming one of the most talked about acts in the music world.

Originally spotlighted because of the group's striking similarity to the Beatles (which in turn led to speculation that Klaatu might actually be the lads from Liverpool), the Klaatu album and newly-released double "A"-sided single are now climbing the charts on their own musical merits.

The Klaatu snowball began to roll when journalists began to note that the music of Klaatu was produced and executed in much the same way as the music of the Beatles on their Magical Mystery Tour and Sgt. Peppers' Lonely Hearts Club Band LP's. To compound the mystique, no one (not even the employees of Capitol Records) was aware of the true identities of Klaatu. Soon, radio stations began to pick up on "Is it the Beatles?" promotions. This sparked even more newspaper articles, which in turn caused more radio attention of the album.

Now, national publications, major wire services, Rolling Stone magazine and even television stations have featured the Klaatu phenomenon. So intense is the Klaatu fervor, that an airplane recently flew around Chicago's Hancock building trailing a banner that read "Klaatu?

more.....



Call any radio station."

Capitol Records still remains in the dark as to the true identity of the band. National magazine advertisements stating simply "Klaatu is Klaatu" reflect the label's position that while the band may be favorably compared to the Beatles, Klaatu's music stands on its own as a musical entity in its own right.

According to Ray Tusken, Capitol's National AOR (Album Oriented Rock) Promotion Manager, "There's no way the sales and airplay could keep growing like they are if the music was not any good. Sure the Beatles comparisons called attention to the music and gave them exposure they probably wouldn't have received otherwise, and I admit it does sound a lot like the Beatles, but now people are attracted simply because it is good music and fun to listen to. Until they identify themselves there will undoubtedly be lots more speculation as to who it is, but the music is very definitely standing on its own. "That's the most important part of this whole thing."

However, the rumors continue to propagate.

Pat Martin of WSPT radio, Stevens Point, Wisconsin, claims that by reversing the last two minutes of "Sub-Rosa Subway" (from the Klaatu album) it seems to say "It's us, it's us, its the Beeeeeee-tles."

Martin claims that be reversing the tune "California Jam" the words "I feel strong" can be detected which he says relates to Paul McCartney, who was quoted in a May 31, 1976, Time magazine interview as saying "I'm not ill anymore. I feel I'm doing fine."

more.....

Numerous music critics have pointed to a link between some of the Klaatu songs ("Calling Occupants of Interplanetary Craft," "Anus of Uranus" and "Little Neutrino") and the sentence "In 1973 I saw a flying saucer" which appears on the cover of John Lennon's Walls & Bridges album.

The song "Sub-Rosa Subway" and "Calling Occupants" have been released as a double A-sided single--a practice that came into vogue in the sixties with The Beatles. The single has pushed Klaatu's music beyond FM radio listening audiences. As the single climbs the charts and is aired more and more on AM/Top 40 stations, it reinforces the fact that Klaatu's music is becoming popular for its commercial sound and not just because of Beatle rumors.

Nevertheless, the effectiveness of Klaatu's desire to continue to hide their identity (at least for the present) can probably best be described by another liner note of John Lennon's, this time from his Shaved Fish album. Using the pseudonym Dr. Winston O'Boogie, Lennon said, "A conspiracy of silence speaks louder than words."

##