



BEST ROCK/POP BAND: ALPHA REV

To some, Alpha Rev is kind of like Austin's very own Radiohead or Coldplay. They're a "large sound" type of band, with symphonic melodies, wistful lyrics and an unforgettable lead singer (Casey McPherson). But unlike their British counterparts, Alpha Rev grew out of an earlier project – McPherson's previous band, Endochine – which toured among the likes of Red Hot Chili Peppers. Since releasing their debut album *The Greatest Thing I've Ever Learned* in 2007, Alpha Rev has generated significant buzz among the critics and the people, earning a #1 ranking among Texas indie bands on MySpace.com. Look for a new full-length LP, set to release later this year.

alpharev.com

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