

In the five years since its inception over beers at Irene's Pub, Ottawa's The Reverb Syndicate has become one of the city's premier instrumental rock bands. The group has spent its short time together thrilling local and foreign audiences with a highly danceable blend of 60s surf, spy and go-go music.

The Reverb Syndicate was formed in 2005 by guitarist Mike Bradford, guitarist/keyboard player James Rossiter, bassist Jeff Welch and drummer Mike Rifkin with the simple concept of exploring and re-imagining the music of groups like The Ventures and The Shadows and the soundtracks of old spy movies. Following this concept has lead them to two independently released albums of original music (2006's "Operation: Jet Set!" and 2007's "Sputnik A-Go-Go"), heavy gigging throughout Ontario and Quebec, and a headlining performance in New York City. In September 2008, The Reverb Syndicate played a series of dates in England and Scotland, hooking up with a variety of UK surf, rock and punk bands.

The band is currently writing new material and is expanding on its original surf concept. The Reverb Syndicate plans on hitting stages in Ottawa and beyond in the coming months with even more of the energy that has made the last five years so exciting for everyone who has experienced this band.



# Fact Sheet

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- ✦ The Reverb Syndicate is an Ottawa-based "Spy-Fi" band that creates soundtracks to 1960s spy films that don't exist.
- ✦ The Reverb Syndicate consists of:
  - Mike Bradford (aka Agent Vic 20) : Lead Guitar, Theremin
  - Jeff Welch (aka Agent Ampeg) : Bass
  - James Rossiter (aka Agent Sovtek) : Rhythm Guitar, Keys
  - Mike Rifkin (aka The Fixer) : Drums
- ✦ The Reverb Syndicate have released two albums to date, and are currently working on their third. Their debut album, "Operation: Jet Set!", was released in 2006 with the follow-up, "Sputnik A-Go-Go", released in 2007. Both albums were recorded in Ottawa with Paul "Yogi" Granger at Yogi's Meat Locker.
- ✦ Both "Operation: Jet Set!" and "Sputnik A-Go-Go" are available worldwide on iTunes, Amazon.com, CDBaby.com, fine Ottawa record stores, and the band's website.
- ✦ The Reverb Syndicate has released a music video animated by Ben Stanford for their track "I Am the New Number Two", which can be found on the band's website, Facebook, and YouTube.
- ✦ The band has been deployed on numerous international missions, covering London, Edinburgh, Glasgow, Brighton, and New York City. Canadian cities played include Toronto, Montreal, Ottawa, Guelph, Kitchener, Oshawa, and Sudbury. Ottawa-area shows include The Cisco Systems Ottawa Bluesfest (2007), Zaphod Beeblebrox, The Blacksheep Inn, Irene's Pub, and The Ottawa Super Ex, among others.
- ✦ The Reverb Syndicate have saved the world not once or twice, but seven times! Bet you didn't know that. Sometimes being an international super-spy is thankless work.

"The Reverb Syndicate is an Ottawa band that is taking on sinister government plots using a series of high-tech gadgets, a way with the ladies, and some seriously fast automotives. [They sound like] a bunch of surfers jumped James Bond in an alley."

- **CBC Radio One** (Alan Neal)

"One need only sample the band's music--cool, surf-style instrumentals that would make Hank B Marvin and his fellow Shadows proud--to determine that their story checks out."

- **The Ottawa Sun** (Allan Wigney)

"The Reverb Syndicate uses instrumental surf music, fake spy monikers and a shared love of campy B-movies to create a fun set of danceable and retro-sounding songs."

- **ChartAttack.com** (Caitlin Crockard)

"[Sputnik A-Go-Go] is light hearted, rich in imagery, and fluid ... a very listenable and enjoyable release."

- **Reverb Central 5-star Review** (Phil Dirt)

"There's an element of surfy sass and throwback charm that has the '70s- and -'80s-born rockers churning up the 1960s as they understand it from movies and TV re-runs--full of glossy, necktied charm."

- **The Ottawa Citizen** (Fateema Sayani)

"Instrumental hip-swinging tunes full of twang and reverb."

- **Ottawa XPress** (Sylvie Hill)

"[The Reverb Syndicate are] a campy quartet of neo-Ventures playing spy tunes as two Soviet-esque go-go girls do the frug."

- **Whiskyfun.com**



# The Reverb Syndicate

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