

JUSTIN ROTH

Now You Know

**"Now you know— Justin Roth has
come into his own."
- JOHN GORKA, RED HOUSE RECORDING ARTIST**

After the last seven years of constant self-promoted nationwide touring, singer/songwriter/acoustic guitarist, Justin Roth, needed a change. Calling on his fans for help, he stepped off the road and retreated to the foothills of Colorado to a small home equipped with a wood burning stove, no internet access, no cell service, and a small amount of recording equipment to write and record his long-awaited new album, Now You Know. Before even finishing the recording, his fans donated enough money by "pre-ordering" to fund the entire project.

Setting the intention to rediscover what brought him to music in the first place, he self-engineered, produced, played and sang every single note on the album himself, resulting in his most expansive, personal and emotional work to date. Leaving the confines of "pristine and perfect" behind, Roth instead delivers the intimacy of a home recording, but with subtle, textured arrangements and layered vocals (ala Bon Iver) hung tastefully around his alternately tuned and fingerpicked guitar. Bridging both contemporary and indie/alt folk, Now You Know paints pictures and tells stories of a journey through loss, hope, fear, forgiveness and redemption.

Raiding the kitchen and shed for "instruments," including a cardboard box, a 3 qt. sauce pan, and an aluminum gutter, in addition to incorporating subtle textures from more conventional instruments, Now You Know came to life representing how these songs live inside Roth's head without ever becoming over-produced. Boldly beginning with the two moodiest pieces of the whole album, Roth sculpts and reveals an expansive yet simply textured sonic palette where the vibe of Alexi Murdoch frames the poignancy of David Wilcox, appealing to both Folkies and Indies alike.

Given Roth's reputation as a guitarist of the highest caliber, his guitar playing is paramount throughout and shines on the two solo acoustic instrumental pieces "Spaghetti Junction" and "There and Back Again." His award winning songwriting completes the rare combination of both strengths, blending them seamlessly; neither overshadowing the other...a synergy. "Fans of Leo Kottke or Michael Hedges will find themselves right at home." - *San Francisco Art Magazine*

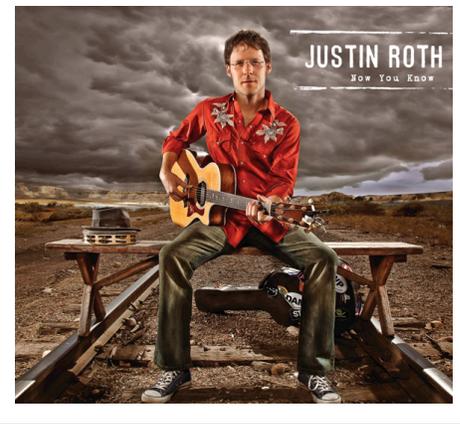
**"Justin Roth plays & sings with amazing
precision & emotional dexterity on 'Now You Know.'
This CD is eclipsed only by his great live shows."
- WILLY PORTER, SINGER/SONGWRITER/GUITARIST**

KEY SELLING POINTS:

- NATIONAL RADIO MAILING TO 200 FOLK DJs BY HUDSON HARDING MUSIC
- 10 YEARS OF NATIONWIDE TOURING
- COMPLETELY FAN-FUNDED AND SELF-ENGINEERED/PRODUCED PRODUCTION

CONTACT:

612-961-5089
info@justinroth.com
publicity@justinroth.com
www.justinroth.com



TRACK LISTING:

1. **This Winter**
2. **Now You Know**
3. **Surrender**
4. **Out of the Blue (The Orchard)**
5. **The Last Time**
6. **Spaghetti Junction**
7. **Trembling Like A Train**
8. **The Siskiyou Line**
9. **Forgiveness**
10. **There and Back Again**
11. **Love's Not Through With Me Yet**

Release Date: 05/17/11
Format: CD
File Under: Singer/Songwriter
Indie/Alt-Folk


7 07541 27669 6
UPC # 7-07541-27669-6