

For immediate release / January 16, 2008

## COLUMBUS'S TIMES NEW VIKING CELEBRATES RECORD RELEASE AT WEX

*WEXNER CENTER DATE FIRST OF NATIONAL TOUR FOR BAND RECENTLY SIGNED TO MATADOR RECORDS*

*"The band cannot quite be pigeonholed into one particular genre, because they transcend any given sound label with each track."—Tiny Mix Tapes on Times New Viking*

Columbus-based **Times New Viking** comes to the Wexner Center Performance Space on Friday, **January 25** at 9 pm to celebrate the release of *Rip it Off*, its latest and first release on Matador Records. With its wickedly bent melodies, supremely catchy boy/girl vocals, and amplifier-rattling buzz, Times New Viking has come to the attention of critics and fans across the country. Its 2007 release *The Paisley Reich* on the venerable Slitbreeze label has popped up on year-end best lists (with the track *Teenagelust!* earning a spot on *Pitchforkmedia's* Top 100 singles of '07 list).



**Pictured: The Times New Viking trio of drummer/vocalist Adam Elliot, keyboardist/vocalist Beth Murphy, and guitarist Jared Phillips / Photo by Erica Anderson**

Times New Viking will share the stage with guitar-driven neo-garage band the **Ponys** (from Chicago), the rhythmic rumble of **Endless Boogie** (featuring two members of Matador's staff), and fellow Columbusites the **Feelers**. All tickets for this highly anticipated, all-ages Next @ Wex show are **\$10** and are available now at the Wexner Center Ticket Office (614 292-3535) or Ticketmaster.com.

Times New Viking has been building up a sizable cult following in recent years thank to deafening buzz surrounding its last few releases, and prime placement on bills with such acts as Mission of Burma and Yo La Tengo. More information on Times New Viking available at its [myspace page](#).

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