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**True Panther Sounds/Matador releases King Krule’s 2nd studio album, The OOZ**

A more mature trip into the haunting, urban soundscapes he’s become so well known for.

NYC, New York, November 22nd, 2017. True Panther Sounds, an independent New York City record label and child company of Matador Records, today began distributing *The OOZ,* singer-songwriter King Krule’s 2nd studio album. This follow-up to 2013’s *6 Feet Beneath the Moon,* has already received rave reviews from critics, and market research projects it will place well on US charts.

Archy Marshall, under the moniker King Krule, produces music that seamlessly blends his disparate punk, hip-hop, and jazz influences. The addition of his impossibly mournful lyrics and jarring London street-tough accent results in a concoction never before experienced in popular music. King Krule’s music hits you like a sharp shot of liquor on the desolate night you most need it.

When asked about the significance of the album’s name, Marshall explains: “’The OOZ for me represents ... your sweat, your nails, the sleep that comes out of your eyes, your dead skin. All of those creations that you have to refine. That's where it comes from: It's kind of about refining the subconscious creations that you do constantly.” This sentiment is echoed in the dreamy, stream of consciousness nature of this album. Boundaries between separate songs are obscured, and a consistent, hazy aesthetic, which can only be aptly described as the sonic manifestation of existential dread, permeates through the entire project.

In many parts of this 19-track musical survey into Archy Marshall’s tortured psyche, a listener finds pieces of themselves. The appeal of King Krule’s songwriting comes in equal parts from his ability to write unique, nuanced dark music as well as his knack for tracing out these dark themes from topics relatable to any human inhabiting the same cold planet, exuding the same toxic OOZ.

**Matador Records:** “The label began in 1989 when Chris Lombardi dragged the Austrian duo H.P. Zinker into Wharton Tiers’ Fun City studio to record OLE-001, '...and there was light'. Run out of Chris’ New York apartment, Lombardi added artists such as the Dustdevils, Railroad Jerk and Superchunk to the initial roster. Joined by longtime Homestead Records manager Gerard Cosloy in 1990 (and subsequently, current label president Patrick Amory a few years later), Matador experienced its first taste of crazed media attention & big sales with the North American release of Teenage Fanclub’s debut long-player, 'A Catholic Education', though that was just the start of a long running, PG-13 tale that shows no signs of becoming any easier to follow. Initially known as the label that helped bring Pavement, Liz Phair and The Jon Spencer Blues Explosion to prominence, Matador would later assume a role in the recording careers of Yo La Tengo, Chavez,Pizzicato Five, Cat Power, Interpol, Belle and Sebastian, Mogwai, Kurt Vile, The New Pornographers, Jay Reatard, Fucked Up, Ceremony, Sonic Youth, Perfume Genius, Esben and the Witch, Iceage, Savages and many others.

“Throughout the label’s history, Matador has been a champion of artistic freedom, diversity and innovation. The label’s catalog and release schedule reflect the tastes of the company’s owners, Lombardi, Cosloy and Amory, and their longstanding commitment to sharing the music they love with as many others as possible.”

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Works Cited

Sastry, Anjuli. “Secret Of 'The OOZ': King Krule Explains His New Album's Strange Title.” *NPR*, NPR, 13 Oct. 2017, www.npr.org/sections/allsongs/2017/10/13/557437715/the-secret-of-the-ooz-king-krule-explains-his-new-albums-strange-title.