

For Immediate Release

Xpensive Dogs – Dog Eat Dog

Greendale, WI USA – July 20, 2004 – Who let the dogs out? Wonder no more, there is finally an answer!

RockIt Records and Recording™, A Division of Heavygunz Enterprises Inc; is pleased to ‘unleash’ the new **Xpensive Dogs** CD titled “**Dog Eat Dog**.” This offering is the long anticipated follow-up to the “Dogs” eponymous [debut](#) release. Just as its predecessor did, “**Dog Eat Dog**” features the acclaimed musical and production skills of [Gary Tanin](#), along with the unique talents of Japan’s [Toshiyuki Hiraoka](#). Contributors include national and international recording artists: Fender™ clinician [Greg Koch](#) (*Greg Koch and the Tone Controls*), [Sammy Llanas](#) (*BoDeans*), [Michael Hoffmann](#) (*E.I.E.I.O.; Semi-Twang, Yipes, Marshall Crenshaw*), [Scott Finch](#) (*Bluehand, Gypsy*), and [Paul Cebar](#) (*R&B Cadets, Paul Cebar and The Milwaukeeans*); truly an all-star cast.

“**Dog Eat Dog**” consists of ten incredible tracks that defy traditional classification. Imagine... a classic Japanese horror movie... Tokyo attacked by demonic nanotech robots... an edgy post-industrial urban backdrop infused with a soundtrack produced in a psychedelic San Francisco recording studio circa 1968. Godzilla would be dancing in the streets. This disc is destined to capture the interest of independent music fans around the globe. Both new and old ‘Dog Lovers’ can obtain this CD in select record stores or on-line at www.RockItRecordsUSA.com.

Music Journalists, Music Program Directors, Promoters, and Agents should contact RockIt Records to receive a promotional copy of the “**Dog Eat Dog**” CD for consideration.

RockIt Records & Recording™

A Division of Heavygunz Enterprises Inc.

PO Box 507

Greendale, WI 53129-0507

Phone: (414) 525-9005

Fax: (414) 525-9006

Email: rockitrecordsusa@aol.com

