

For Immediate Release  
October 11<sup>th</sup>, 2011

## **NYC Sensation PUi Performs on Top of Apple Billboard in Manhattan - - Draws Impressive Crowd ...and Gets Arrested!**



New York City natives **PUi** performed their 'Army of Slaves' video filming stunt this past Thursday, October 6<sup>th</sup> to a stunned and pleasantly surprised crowd of New York City onlookers. The band performed atop a 32<sup>nd</sup> Street building at the intersection of 6<sup>th</sup> Ave and Broadway overlooking Herald Square in front of an Apple iPad 2 billboard. **PUi** performed for 12 minutes, playing their tracks 'Army of Slaves' and 'One'. Over an hour later, the band was lead away in handcuffs in reaction to their surprise stunt.

Lucky onlookers from up to three blocks away stopped to watch the performance, all the while taking pictures and video of the stunt. Drivers stopped their cars at the light on 33<sup>rd</sup> Street, some leaving their vehicles to turn around and see what all of the ruckus was about. People crossing the street stopped to watch and listen. You can watch a fan-filmed video at [this location](#).

Due to the impressive crowd reaction, **PUi** expects to see amazing video footage come in for the making of the 'Army of Slaves' video. Fans should stay tuned for updates coming soon on the 'Army of Slaves' video by visiting [www.hearseespeaknoevil.com](http://www.hearseespeaknoevil.com). The band plans to debut the new video at their November 5<sup>th</sup> New York City show at Irving Plaza.

**PUI** released an EP in January 2010 entitled, *You Will Clap*, which is available for purchase now on [iTunes](#). The EP was recorded at Underground Studios and was produced by band members Shuva and Brian Hosey. It is mixed by Kyle Kelso and mastered by Howie Weinberg. The band plans on releasing a new full-length album within the next year, entitled *Neo-Primal*.

**UPCOMING TOUR DATES:**

11/5 – New York, NY @ Irving Plaza w/ Killcode, Anaka, P.T Grimm, Bound By Substance, and Viza

**PUI is:**

Prince (Nazimcan Shuva) // Vocals, Guitar  
Siren (Leo Henry) // Vocals  
Shaa (Ory Baum) // Drums  
Sub (Brian Hosey) // Bass  
Tek (Tunch) // Darbuka, Percussion

**Fans can check out photos of past performances at these links:**

March 18, 2011 SOLD OUT Highline Ballroom -  
<http://albums.phanfare.com/isolated/gCmbL78g/1/5052457>  
December 11, 2010 SOLD OUT Gramercy Theater –  
<http://albums.phanfare.com/isolated/tW7zJLT4/1/4939684>  
October 17, 2010 Mercury Lounge -  
<http://albums.phanfare.com/isolated/nAV93aaq/1/4870685>  
September 9, 2010 Santos Party House -  
<http://albums.phanfare.com/isolated/jQDIcibZ/1/4825433>

For more information on **PUI**, please visit these websites:

<http://www.whoispui.com>  
<http://www.facebook.com/puimusic>  
<http://twitter.com/puitribe>

For press inquiries and additional information, please contact Adrenaline PR and Maria Ferrero at 732-462-4262 or [maria@adrenalinepr.com](mailto:maria@adrenalinepr.com).

###