By Kayloni Wyatt
Managing Editor

Most bands know that they’ve become known when one of their songs ends up in a commercial. The Sounds were practically unknown in the U.S., until the song “Hurt you” was featured in a Geico Insurance Company commercial that aired in September 2008. Since then they’ve gained a decent number of fans.

The New Wave, alternative rock band hails from Helsingborg, Sweden. Forming in 1999 the band consists of lead singer Maja Iversson, bass guitarist Johan Bengtsson, lead guitar player Felix Rodriguez, keyboard, piano, and guitar player Jesper Anderberg and, lastly, drum player Fredrik Nilsson.

**Debut album**

When their debut album, Living in America, came out in 2003, the band played over 300 gigs promoting the album. They even performed during the Warped Tour. Two years later they played on the main stage of the event. Iversson was featured on the single “Snakes on a Plane” for the sleeper hit Snakes on a Plane. They have toured with the bands like the Foo Fighters, Morningwood, The strokes, Angels and Airwaves and Panos at the Disco.

**Sophomore success**

Their second album, Dying to say this to you, was released March 21, 2006. It debuted at number eight on the Swedish charts and number 17 on the U.S. Billboard 200. The album was produced by Jeff Saltzman, the genius behind another hit album called Hot Fuss by The Killers. The song “Painted with numbers” had a video made and was broadcast on major U.S. music channels.

Strangely they received a cult following during the summer. They also had a few small gigs in the country while promoting their latest album, Crossing the Rubicon, which was released June 2. The use of synthesizers is very apparent throughout the entire album. However, their Swedish accents are close to invincible on this album. Their hometown origin doesn’t become clear unless you meet them face to face or hear Maja say “Your awesome thanks for coming to our show.” So far, the song “No one sleeps when I’m awake” has been playing on radio stations and the video capitalized them to higher level with most musicians.

**2009 fall tour**

The band will be touring the U.S. again this fall. They will be at the House of Blues in Myrtle Beach Sept. 29. Tickets go on sale soon.

---

By Brittany Davis
Managing Editor

Apart from the usual opening festivities,Pointe apartments opened their brand new additional four buildings.

The new buildings are available to married and graduate students. Of the 144 apartments, 66 are one bedroom, 36 are two bedrooms and 12 are three bedrooms.

In the future they plan on adding a soccer field, and renovating their clubhouse.

Along with a large community, Pointe attracted residents that they never expected, UNCP faculty.

With the upgraded amenities that the new buildings offer such as full size beds, walk in closets and private balconies.

---

By By Keith Whitterspoon
Managing Editor

Since the rise of gangster rap, the West Coast has become synonymous with hip-hop and drugs. These L.A. MC’s, however, are proving otherwise and are quickly becoming among the brightest and most innovative rappers in hip-hop.

Recently signed to Universal Records and months away from finishing their highly anticipated debut album “Grown Kids Syndrome” on Oct. 1; Pacific Division is coming with four years of work, sweat tears and a massive fan base from all over America.

Like many artists, Pacific Division started from humble beginnings. Brothers Like and Big Mibbs started their band and recruited their long time friend BeYoung. In 2006 they released their single “Sealed for Freshness” mix-tape and received a following that has led them to performances with legendary artists, countless magazine articles and interviews.

They have released five videos (two of which made MTV2 including their hit single “Mayors”) and their first LP “P.A.T.”

Pacific Division bases their music on personal experiences and the Average Joe. Such as childhood, living with their parents after high school “Women Problem” and dressing like Ye broke.

Every day situations that every day people go through put into fresh high quality songs. From hugging and head “banging” beats, with their vision sense unique to Pacific Division themselves forms an undeniable group with an unquenchable thirst for the mic and the fans. So when they perform, they leave more than a piece of themselves on the stage.

There are few groups that are worth every penny and Pacific Division just so happens to be one of them.

With their last mix-tape “Church League Champions” out for download and making preparation for their album release, Pacific Division is coming with a momentum that’s impossible to ignore even with four years of rocking shows off all over America and bombarding radio stations, magazines and taking full advantage of the Internet, their hard work is paying off.

As for those that have been fans of Pacific Division from the beginning, downloading “Church League Champions” and getting fly while enjoying their live album in October.

As for those who haven’t, download their mix-tape and the only thing it will cost them is money and memory space, and if you don’t like them then Pacific Division may not be for you. Though, with their rather lengthy list of success and thousands of fans all over America to back them, it will be hard not to like them.

Pacific Division (a.k.a. Pac Div) is a part of a movement in hip-hop unseen since Judas Priest resurrected Heavy Metal from the grave. If you’ve ever wanted a glimpse at the future, this is your chance. They have all the makings of a legendary group and enough creativity and swagger to keep you “rockin” to them long into your adult life.