



'Pretty Damn Cool'

Release Date: 16th August 2010

Released by Arival Records.

'**Pretty Damn Cool**' the rocking new single from Mister Jack was recorded at Metropolis Studios with Simon Hanson of pop legends Squeeze on drums. With '**Pretty Damn Cool**' **Mister Jack** once again drew influence from his Punk Rock youth. In Mister Jack's youth he spent much of his late teens touring the live circuit in his then Punk outfit, during his youth Mister Jack shared stages with many high profile acts.

It was late 2008 when the now solo Mister Jack aged just 22 went on a modern mission, to prove you only need the internet to get people to love your music. Which even got him noticed across the pond...

Thanks to this, **Mister Jack** has had quite a year, becoming an online sensation amongst the most popular of social networking sites releasing singles to boost his profile Mister Jack has gained a **huge following**. Massive responses on **Myspace, Youtube and Facebook** lead to **Bebo.com** featuring him heavily on the Reggae section, and peaking at number **18 most viewed musician on YouTube UK**. **Garageband.com** has awarded him with numerous titles for his tracks including, **Track Of The Day, Track Of The Week, Best Male Vocal, Best Lyrics, Best Melody and Best Feel Good Track** this lead to **Mister Jack** shooting up to **number 8 in the Reverb Nation reggae charts**.

This online sensation's music even traveled as far as the US when single 'Ain't Gonna Letchu Go' made him the featured artist for August 2009 on Pax Stereo TV, the leading U.S. aggregator of Internet Television. **Mister Jack** enjoyed himself a very merry Christmas last year as he not only launched Mister Jack TV a weekly show, but due to the popularity of his debut single Dream A Little Dream he re-released it as **Dream A Little Dream This Christmas**, the video for this single shot up to 26000 views on YouTube in the 4 weeks leading up to Christmas. This surge of popularity left him with hordes of YouTube honors including number 18 most viewed today, number 38 most viewed this week and number 68 most viewed this month. With the release of My Girl Sharon, Mister Jack shot up the YouTube charts once again, receiving numerous YouTube Honours, paving the way for his new single **Pretty Damn Cool**. After the release of **My Girl Sharon, Mister Jack** reluctantly turned down the opportunity to tour Eastern Europe as he wanted to focus his attention on the UK market.

Website: <http://www.misterjack.co.uk/>

Myspace: <http://www.myspace.com/misterjackofficial>

YouTube: <http://www.youtube.com/misterjackofficial>

For more information please contact:

Sarah Mayal: sarah@arivalrecords.co.uk