



RESPONSE & REVIEWS

SUMO FEAT. AYESHA – *THAT'S EROTIC/GRAVITY*

A1. THAT'S EROTIC

A2. THAT'S EROTIC (DUB)

B1. GRAVITY

B2. GRAVITY (DUB)

HEYA1211

RELEASE DATE: APRIL 9th 2007

RESPONSE:

Faze Action: *"Really into the new stuff. It's got a lot of soul. Great drums and a wicked groove."*

Sabo: *"These tracks are sick man. Really, SUMO just keep it coming with new exciting fresh sounding music."*

Señor Lobo: *"I like Gravity a lot, and definitely love the dub of That's Erotic"*

Knee Deep: *"Wow!! Absolutely Wicked! Gravity!!!! Full Support!"*

Craig Woodrow: *"Original and inspiring....this will turn heads for sure!!!"*

DJ Dealer: *"These new productions are siiiiiiiiiiiiiiiiiiiiiiick, I love them. That's Erotic is my favorite but Gravity is for the clubs! Dirty beats & dirty vibe - fantastic!"*

Mad Mats: *"Gravity is really fat. Looking forward to playing this out."*

Kiko Navarro: *"Really like your new release, thats DA FONK! Not sure if I prefer the dubs, as all tracks are great, love the beats on both tracks and the arrangements"*

Antonio Ocasio: *"I'M REALLY DIGGIN THE 'GRAVITY/DUB' MIX. YOU CAN COUNT ON MY PLAYING IT FO SHO!!"*

Umberto Giannini: *"Funky as Fuck. Dub is definitely doing it for me."*

Olivier Velay (Indamixworldwide): *"I absolutely love "Gravity", it is right in my style. The girl sounds a bit like Missy Elliott and the production is wicked. Played it this week end for great dancefloor results. 10/10."*

Ben Mono: *"Like it and will play it."*

Wei-Shen Mak: *"Gravity" mate ... "Gravity"! Wicked tune. Will definitely support this baby and give it plenty of airtime."*

Danny Marquez: *"I Like it very much and I'll be enjoying it for a long time."*

Claude Monnet: *"Gravity is a brilliant track, will be playing it on my this week's radioshow! That's Erotic is very erotic indeed :) Good work!!!"*

DJ B: *"I like both tracks, especially those dub. Very nice! Sound very Gregory!"*

Velanche (Urban Landscapes Radioshow): *"That's Erotic" is dir-teeeee! Should steam the mirrors of many a bedroom, not to mention steam up the dancefloor. "Gravity" displays some good, booty-shakin' action. Ayesha knows her flow, and uses it to great effect. Nice one from the Heya camp! Will get airplay, chart and writeup love. Thanks for this!!!!"*

DJ Groove (High Creek Club): *"I like Gravity, it's fresh with a little Electro touch. I play that track for sure!!!. "That's Erotic" gives me the same feeling. Really good track."*

Shane (Fish Go Deep): *"Digging both mixes of Gravity - love the drums and squelchy synths. Hip house will never die!"*

Quincy Jointz: *"Really dig "gravity". Will be in my next radioshow for sure."*

Nik Weston: *"This is main room floor music....will be big for the summer I'm sure."*

Mike Stukes (Mystic Vibes): *"A bit of a different direction...but it's nice. 'That's Erotic' works for me."*

Alan Brown: *"Hellfire on plastic once again, more rumpus music mania from the excellent Heya Hifi and SUMO posse, another automatic "in the box", 9/10!"*

Gavin Smith (Pantone Music): *"Feeling Gravity for sure for some reason the Dub is slapping me around the face the most!!!"*

Roland Arnoldt (Bass Boulevard Radioshow): *"Some dark and sexy stuff, "That's erotic" got me!"*

Kaay Alexi: *"Will be playing it in Miami."*

Marc de Breyne (Klublife): *"Gravity it off the hook! Fat drums, eerie chords, signature chug and lots of tension, all complimented by Ayesha's attitude. That's Erotic has an old-school house vibe. It's so raw that I felt a little guilty listening to it. Bound to rip-up dancefloors and make'm grind."*

Mario Martellotta (UDM): *"The track which is really hot is "That's Erotic" (the dub version). It's a great mix between old school house and electro sounds."*

Toni R: *"Played "Gravity" Saturday in Abraxas Mallorca and the people went crazy dancing!"*

Stevie Sole: *"I liked it a lot. Played That's Erotic on the show."*

Huggy: *"I'm really into the dub mix of Gravity. I played it at all my gigs at the weekend and it works very well."*

Steve Parr (Faize Music): *"Gravity is excellent!"*

Ricardo Puerto (Our House Mag): *"I love the track, top notch production as usual! The Gravity Dub is doing it for me."*

Neil Aline: *"I digg Gravity very much!!!"*

DJ Pippi: *"Gravity Dub" the atmosfere, Bass and Drums are incredible! Deeper! Deeper! I Love it! "That's Erotic" Very Nice Piece! Super Vox!!! Reminds me of Money Love! Like Hip House Style! Great stuff!"*

Fabrizio Carrer (Irma Records): *"Gravity' is the winner for me, disco feeling with a touch of NY post punk/early rap. Good dancefloor filler. Nice to play with the instrumental as well for a longer ride. 'That's Erotic' is good too."*

Roberto de Carlo: *"Ohh lala ;-) pure groove. My one is the "Gravity" Dub. Good Work, Very well produced."*

Robin Munro (Fresh Air Edinburgh): *"I'll be playing "That's Erotic" on my show tonight but love both the tracks."*

Claudio Raffaele (Radio DeeJay): *"VERY Nice"*

Vinny da Vinci: *"I played GRAVITY over the weekend and it worked. Will definately ROCK this joint. SUMO blazing 2007 in a different style. BIG UP!"*

DJ Ravin: *"I love Gravity dub and That's Erotic dub as well. It's fresh and kickin. Love it."*

Léo Cuenca: *“The track I prefer is "Gravity": the vibe is great, the MC is excellent.”*

Paul Gamblin: *“What can I say?? This is a HEAVY piece of music, lovin' the Ayesha vocal!!!”*

Richard Earnshaw: *“Definitely feeling “Gravity”.... Both mixes will get dropped. Like “That’s Erotic” also but “Gravity” for me.”*

Myles Chalmers (Naked Soul): *“I’m feeling both tracks. SUMO continue to bring the quality and surprise with their unique style! Really dig ‘That’s erotic’ - Serious downbeat hiphouse bizness ... I’ll definitely be spinning both.”*

Huggy Anton: *“Played it in a french club, and what a fire on the dancefloor!!! "that's erotic" is my favorite really gorgeous with smooove beats!!!! Every deepest deejay will need to play it!!!! What a hot vocal!!! One of my Sumo favorite!!!! Just listen also "Gravity" my favorite is always the dub version. Sumo did it again!! Some funky vibes with a big organ, it is really next to Dj Gregory sound with some SUMO vibes!!! Girls like it!!!”*

REVIEWS:

Spirit Of House: *“SUMO continue to explore new grounds with their latest release that will be a surprise to many. "That's erotic" is on a midtempo tip, featuring old-school beats and percussion alongside electrofied keys and a sexy female vocal courtesy of Ayesha. "Gravity" is on an uptempo tip, keeping the beats dirty and keys on a techy level, while Ayesha adds the sexiness to the track with her vocals. Both tracks are featured in vocal and dub versions, inviting you to play around with them.” (MF)*

Blues and Soul: *“SUMO have been providing quality tracks for the past few of years and this is latest piece of work is right up there with their finest. The release contains two tracks, both aimed at the darker side of house, and with an emotive groove contained in both, and vocals courtesy of Ayesha, this is well worth seeking down.” (CZ)*

Faizemusic.com: *“SUMO takes us an another fantastic and sometime strange journey through some deep dark and sexy rap/house music. “That’s Erotic” makes very clever use of femail rapper Ayesha who’s voice delivers the sexy words for this aptly titled track perfectly over the groaning keys that pulsates out to create the main bed of the track. Listen out for the classic hip hop beat thrown in throughout the track that gives it a nice old skool feel. “Gravity” is a little more up-beat and is my preferred track, with it’s catchy rhythmic beats bumpin’ bass line and building keys bleeps and other little touches that make this track work so well and sound so different. SUMO are on the money with this release.” (SP)*