

The Hard to Get

The Hard To Get (THTG) is the musical duo of Melissa Kaplan (guitar/lead vocals) and Tim Lee (drums/backup vocals). Formed in Los Angeles in 2006 as an indie rock outfit in the spirit of The Pixies and Sleater-Kinney, the band covered every venue from Echo Park to Venice. Their debut, self-released 2008 album, "This Is The New Business Plan," captured the band's catchy, riff-driven songs while maintaining the hard, fast and electric feeling of their live shows. Their second EP, "Looking Good," shows off the group's eclectic side with a mix of more layers and even a quick venture into samba rock. Usually covering multiple genres in one set, the duo surprises an often one-trick pony LA rock scene with a passionate multi-layered sound and a revolving cast of guest players. Most THTG songs share a common thread of playful boy-girl harmonies, thoughtful lead and rhythm guitar progressions, and heartfelt melodic ideas.



- Music from both albums frequently featured on the public radio show "Marketplace."
- Interview and live performance on isgoodmusic.com. "Dance Serene" named Song of the Week.
- Scored indie film "Absent Meaning" and pilot run of WB web series "Life on Tape."
- Airplay on UCLA Radio, WEHC in Virginia.
- Produced and mixed by Michael Eisenstein of Letters to Cleo.
- Headlined at notable LA venues: The Viper Room, The Knitting Factory, The Silverlake Lounge, and El Cid.
- THTG has played with: Radars to the Sky, The Modlins, Swim Party, Hello Dragon, The Breakups, The Kids of Widney High, and others in more than 50 shows; members of THTG have played with MDC, Agnostic Front, U.S. Bombs, Caitie Curtis and Kay Hanley

The Hard to Get's Looking Good ep plays more like a full length piece of vinyl, with peaks and valleys, upbeat bubblegum and introspective heartbreak all wrapped up into one. 'Dance Serene' captures a samba vibe indistinguishable from music that would come straight from the heart of Brazil. How LA indie rockers can even think of pulling off a track like that and make it work is something to take note of.

Jon Hershfield, Is Good Music

Got "Dance Serene" on loop in the car. Jesus, you guys are on fire.

Kay Hanley, Letters to Cleo

This music speaks to me. It's quirky, it's stylish and – most of all – it makes me think. Melissa and Tim sound like they're enjoying every lick. Anyone can play music, but this is an enchanted vibe.

Steve Chiotakis, Public Radio Host, Marketplace Morning Report

This Is The New Business Plan is a sweet, layered, occasionally raucous gem. The boy-girl vocals and careful instrumentation remind me of the shimmering, bitter-sweet music of 90s alt-pop. Recommended for fans of earnest, fun, indie pop.

Massing Signals Against the Universe

The Hard To Get are positive, polite, down to earth, and most importantly, punctual. They bring out a great crowd and can really make a room feel full with their ever-flowing energy.

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This is the New Business
Plan EP | 2008



Looking Good EP
2009

