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Updated: 2006-09-07 15:05:37

Swedish-Based International Pop Star Therese Neaime's Indie Debut Imparts Colorful Lessons on the Fine Art of Livin'

BUSINESS WIRE

LOS ANGELES--(BUSINESS WIRE)----Adult Contemporary radio stations throughout the U.S. may just now be getting wind of Therese Neaime's inspirational hit "The Future," the first Stateside-released single from the Swedish based international pop star's debut disc Livin', but the world's eyes and ears are also on the incredible happenings in her recent past.

As head of Future Records, her own label distributed internationally by Universal Music, Neaime was part of an extraordinary decision to build a loyal audience in her homeland and the region surrounding her father's ancestral country of Lebanon via several infectious singles before rolling out the album this year. Over the last year and a half, since the spring 2005 release of "Color of Love" in Sweden, the singer-songwriter's soaring, emotional voice and colorful mix of pop, rock and electronica has electrified her home country and parts of the Middle East as well.

While "Color of Love" became a huge hit in her home country, its follow-

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up single "The Future" was even bigger, playing on over 29 stations. She received a similar response to "Keep It Up," and then the fourth single, "Not Easy," went straight to #1 on the Swedish chart known as Hitlistan. "Color of Love" and another song, "Here to Stay," are currently receiving airplay at several radio stations in Lebanon, Dubai, Jordan and Udanian.

Neaime, who began her singing career at 15 with the Stockholm East Gospel Choir and later toured the world as a background singer and dancer with several international artists, was signed in 2003 as one of five songwriters in top international producer Jorgen Elofsson's team; Elofsson's artists have included everyone from Britney Spears to Kelly Clarkson and Il Divo.

In addition to launching her career as a songwriter by placing the first song she ever wrote, "How Could You Leave Me" (which is the closing track of Livin'), in the Swedish film Language of Love, Neaime began collaborating with Mattias Venge, who was one of Il Divo's producers. The two co-wrote three tracks on Livin', including the hits "Keep It Up," "The Future" and "Here to Stay," which Venge also produced.

NOTE: There is an acute accent over the second "e" in "Therese" and the second "e" in Neaime."

Luck Media & Marketing, Inc. Jennifer Malazarte, 310-860-9170

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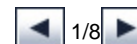
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