



mouth : public relations

250 Mercer Street (Suite C-403) New York, NY 10012

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**Mouth Public Relations
Signs the New York-Based, Internet Recording Band,
LEMON**

**Firm Will Promote Band's New Christmas Single, *What I Want for Christmas* and
CD, *Changing Into Me***

**Thanks to MySpace, Tagworld, and Smart Software-Based Marketing,
The Band's National and International Fans Have Grown to
Over 20,000 In Less Than A Year**

(Monday, December 4, 2006) FOR IMMEDIATE RELEASE—Justin Loeber, President, Mouth Public Relations, LLC announced today that the firm has signed New York's pop internet recording band LEMON to its roster of clients. The firm has been retained to publicize and promote Lemon's original single, *What I Want for Christmas*, and their current CD, *Changing Into Me*. The Christmas song, which will be available for free as a download on their website, www.lemoncentral.com, was written and produced by the band as a "thank you" to their more than 20,000 fans who discovered them on their myspace (www.myspace.com/lemonmusic), and tagworld (www.tagworld.com/lemonmusic) splash pages in less than a year.

Lemon was formed in New York City in 1999, and is comprised of New York-born recording artist/songwriter Roger Smith, and Danish producer/arranger/guitarist, Thor Madsen. Together they have crafted a soul sound reminiscent of Marvin Gaye, Al Green, Hall & Oates, Mick Hucknall, with ambient influences from Stevie Wonder, 70's Motown, Pet Shop Boys, and Tears for Fears. The band performs throughout New York City, and has shared the stage with a collection of great artists including Norah Jones (Thor Madsen was her guitarist for several years when she was with the band Wax Poetic), Morphine, Letters to Cleo, and The Mighty Bosstones to name a few.

Roger Smith has held senior management positions in the internet technology sector for years, most notably Vice President of Programming for Sony Online Entertainment, overseeing the launch of Everquest, Jeopardy Online, and Wheel of Fortune Online, as well as Senior Vice President, Chief Technology Officer for kozmo.com, a much hyped darling of the internet bubble.

Since Roger Smith is no stranger to using the Web to market products and people, he is keen to market LEMON on the internet with the same spirit, using advanced software programs to help him find his audience and the artists who surround his project. Says Roger Smith, “My grassroots strategy is beginning to pay off. Through search engines, fan clubs, software packages, and the great forum that Myspace and Tagworld provides me, I am thrilled to connect with thousands and thousands of music-buying fans from around the world, most of which come from the UK, France, Asia, as well as the United States.” Through a Google search, Smith also virtually met up with the Dublin-based Oscar-nominated animation and commercial firm Brown Bag Films, who happily created the video for *Ain’t Coming Back*, a single on their latest CD, *Changing into Me*.

Mouth Public Relations’ President, Justin Loeber says, “LEMON further reminds us that it’s time for music to be musical again—featuring real musicians with great voices, introspective lyrics, and smart marketing minds. Our hope will be to raise the band’s awareness, and help them to nail a traditional recording contract with a major label.” The band comes complete with an international fan base, and Roger Smith hopes that his audience will enjoy *What I Want for Christmas*. He is thrilled that LEMON can contribute a solid, positive spin about Myspace and Tagworld, which he says are “two great sites that have been an enormous tool for LEMON and our fans.”

In addition to the Christmas single and music video, check out excerpts from *Changing Into Me*, featuring the single *Come Alive* on www.lemoncentral.com A new CD entitled *Years on Mars* is scheduled for release in spring 2007. **For media inquiries, call Justin Loeber or Denise Marsa, Mouth Public Relations at 212-260-7576, or visit www.MouthPublicRelations.com.**

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