

FOR IMMEDIATE RELEASE

Missing Beat Music signs La Fleur Fatale to US Representation Agreement

Swedish Psychedelic Pop Band Set To Rock the USA

**MISSING
BEAT** 

Boston, MA; February 17, 2008 - [Missing Beat](#) Music is proud to announce that Swedish pop band La Fleur Fatale has selected Missing Beat to represent them in the US. La Fleur Fatale is hot off their first album, *Night Generation*, released late in 2007.

Night Generation including a hit single of the same name, is reminiscent of the late 60s psychedelic sound with a very modern groove. The sound is exploding all over Europe and is arriving in the States just in time for the new generation of young people fascinated with that era yet seeking something totally new.

"We could not be more excited about La Fleur Fatale", states Missing Beat CEO David Pollard. "The sound is simply incredible in any era and will really resonate with anybody interested in that late 60s sound brought up to 2008 song writing and production standards".

[Missing Beat Music](#) will be launching a new website, www.swedishinvasion.com, to promote La Fleur Fatale in the US. Plans to promote the band include radio airplay, special offers on the website, e-mail marketing, fan base promotions and managing a pending US recording and distribution agreement. Missing Beat will be promoting La Fleur Fatale heavily throughout 2008 in anticipation of a US tour in 2009.

La Fleur Fatale's manager, affectionately know as Papa Bear tells the story:



"So. one year into working with La Fleur Fatale, I picked the boys up when they were ready to throw in the towel; but I took that towel and I have been wiping the sweat off my forehead from working towards the Grand Prize. Don't worry, I wash it. Now somewhat more than one year later they have a new name, new approach and a new simply amazing album out there. They are touring The Netherlands and Germany and are going to India for a 30-day long tour there in October. I have had contact with good people in the US that have helped out a lot and I thank them from the bottom of my heart. However, I am only a one-man army.

Then I found Missing Beat Music, Inc.

They instantly felt like the right people to carry on the work in the right way, with the right touch, to bring this Swedish Psychedelic indie rock with sweeping guitars, appealing organ leads, and memories of the coolest party none of us were invited to, to the people of America. The guys in the band told me "Hey, they are just like you," with a great big

smile spread across their faces last night in their second home, White Light Studio. We're really looking forward, no we're stoked! to be working with Missing Beat, extending the stalks of my flowers all the way over to the US. La Fleur Fatale's music is said to give a glimpse of the past but also a hint of the future and Missing Beat Music, Inc. will lead you into that future."

“We believe La Fleur Fatale and the emerging Swedish sound will take the US by storm”, Pollard continued. “Young people are ready for something completely different having been inundated with over produced and over hyped pop-lite coming from the US.”

[Missing Beat Music](#) is a new age music company focused on helping Independent artists get to market in an era without attractive major label support. Missing Beat specializes in leveraging the internet as a marketing tool to create markets for their artist's music. Missing Beat owns [MuzikReviews.com](#), an online music magazine and PR company.

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