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## For Immediate Release

# AMR release: **luv.renaissance's** *"One Chance Luv"* *AMR's Cup Runneth Over...With Deepness*

**Hayward, CA, USA – Thursday October 29, 2009** – Altered Moods Recordings introduces another new member of the Collective with its 13th release. The infinitely talented **luv.renaissance** makes his debut with the dynamic **"One Chance Luv"**.

These first five tracks expose you to the organic, melodic side of deep house. The first and **title cut**, with its strings, pads and triangle supported by a rich, stroking bassline, will have you rocking in your chair or on the dance floor...all before the hauntingly oceanic twist you'll hear near the end.

**"...On My Mind,"** a pad-filtered soliloquy of roaming chord progressions, evokes urban chic and the desire to flip the top down and let your hair fly in the wind. A funky breakdown in the bridge takes us back to the hot ride we're on, a quick slip through an interchange and back on to the next unobstructed road. The third track, **"Luv is Deeper,"** takes us to the rhythmic core of **luv.renaissance** and his obsession with meticulous rhythmic structure. Layers of rhythm shine through as they gently lay one over the other. A soft pan flute is chosen as the melodic solo with just right amount of lyrical tone.

**"Elements of Luv,"** easily the most laid back of the release, drops the BPM substantially. A sexy, swingy walk through warmth and abundance, its drum solo again highlights **luv.renaissance's** command and conquest of rhythmic excellence. The final cut, **"An Endless Luv"** is the "outro" of the release: another perfect club track, or more oriented to the bedroom system? Is it a soft but pumping hint of things to come? After this exhilarating inaugural release, one certainly hopes so.

**"One Chance Luv"** (Catalog Nos. AMR-14C/M) has its digital and CD release on **Friday, October 30, 2009.**

### About Altered Moods Recordings

Altered Moods Recordings, a subsidiary of Chez Cinnamon Studios, LLC, is a deep house label based in Hayward, California, USA, and was launched in 2004 as a way for up-and-coming artists to showcase their talent. Inquiries about the label can be submitted using the contact info below.

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