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For Immediate Release

AMR release: luv.renaissance's "One Chance Luv" *AMR Adds To The Deepness With Talented Up-and-Comer*

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 dancefloor...all before the haunting oceanic twist you'll hear near the end.

"...**On My Mind**," a pad-filtered soliloquy of roaming chord progressions of evoking 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 #s 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 Cinmamon 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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