

Contact Person: Debra Jones-Davis
Company Name: Altered Moods Recordings
Ph/FAX Number: +1.877.789.9920
MySpace: <http://www.myspace.com/alteredmoods>
Email Address: info@alteredmoods.org
Web site address: <http://www.alteredmoods.org>

30166 Industrial Parkway SW
Hayward, CA 94544
United States
+1.877.789.9920



For Immediate Release

AMR release: Serendipity's "See The Beauty" *AMR Ups Deep Core Ante with More Vinyl*

Hayward, CA, USA – Wednesday, January 27, 2010 – Altered Moods Recordings, one of the deepest independent electronic music labels on the planet, celebrates its 15th release by introducing the first of a number of musically talented ladies to the Collective with **Serendipity's "See The Beauty."**

Serendipity (real name Rai Scott) hails from Leicester, England, and is hardly new to the deepness. A long, storied career as a DJ in the UK free party scene from the mid-90s ultimately led to her first release "**Winter / Rain**" on Germany's Mixomat Recordings in March of 2008. Her sophomore effort – and her first ever on vinyl – is a five-track window directly into her heart and soul, which includes a remix of "**Winter**" by AMR executive director Malcolm Moore. Coinciding with the vinyl release will be an additional digital track that will be made available for free.

On the vinyl, the first and **title track** gives you an idea of the ride you are in for with Serendipity. A moving, heartfelt piece featuring dueling piano chords and laced with vocals will certainly stir the emotions. This talent-rich lady changes gears quickly with "**Trust Your Feelings,**" easily the dance floor mover of the release with its fat, analogue bass and punchy kick woven in with more of those beautiful keys.

On the flip side, three more tracks welcome you into Serendipity's world. The first, "**Dreaming,**" is certainly to send you off into a daydream when you hear it – with its lush, airy pads, dainty drums and lead piano carrying you away from all your problems. Following is "**Reverie,**" another track DJs will love for its ability to make you move. Serendipity demonstrates her ability to set the mood perfectly and at will with all of these cuts. The fifth and final track on the vinyl release is a special **remix** of "**Winter,**" the track that got her noticed by Altered Moods Recordings and many others in the house music scene. Label head Malcolm Moore puts the AMR "Deep Core" slap on the already-classic joint.

"See The Beauty" (Catalog No. AMR-15N/R) will have a **limited vinyl** release (with one free digital track available) on **Monday, February 22, 2010.**

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.

Press Contacts

Malcolm Moore
Executive Director
+1.877.789.9920
press@alteredmoods.org

Debra Jones-Davis
Production Marketing Sales
+1.877.789.9920
press@alteredmoods.org

###