



AIRE ALBUM

1. NO ME DA LA GANA
2. TONTO CORAZON
3. ES AMOR
4. AIRE (Duet with JOAN SEBASTIAN)
5. QUE MALA FUI CONTIGO
6. ENAMORADA
7. PUEDES MIRARME A LOS OJOS
8. HECHIZO INDESTRUCTIBLE
9. DENTRO DE MI CORAZON
10. MEMORIAS DE ADOLESCENCIA
11. TE NECESITO
12. VIVIR OTRA VIDA
13. AMOR COBARDE

ARTIST INFO

Luz, an artist with a dynamic vocal ability, has encapsulated her sensibility and musical talent through four recordings, which were both interpreted and composed by her. With her fourth album entitled "Aire", Luz has achieved a milestone that many in their musical careers

have only dreamed of, and that is to record with Mr. Joan Sebastian. "El Poeta Del Pueblo" heard and fell in love with Luz's original project and wanted to be a part of this wonderful and passionate song. Aire was then re-recorded in Joan Sebastian's studio in Cuernavaca, Morelos with Joan Sebastian sharing some of the vocal duties. Aire has been described as a romantic, tender, and unforgettable masterpiece that is going to touch many hearts.

PROMOTION & MARKETING CAMPAIGN

- AGGRESSIVE NATIONAL RADIO PROMOTION: AIRE (DUET WITH JOAN SEBASTIAN): CHR, REGIONAL MEXICAN & POP FORMATS NO ME DA LA GANA: POP AND CHR FORMATS (BOTH SINGLES BEING WORKED SIMULTANEOUSLY)
- FULL LENGTH VIDEOS "NO ME DA LA GANA" & "AIRE" WITH JOAN SEBASTIAN, PLUS EPK AND BEHIND THE SCENES B-ROLL, VIDEOS WILL ROTATE ON MTV3, MUN2, HTV, UNIVISION, TELEMUNDO AND TV AZTECA.
- VIDEO CLIPS ON YOUTUBE, MYSPACE & MIGENTE
- AGGRESSIVE MYSPACE YOUTUBE AWARENESS TARGETING YOUNG DEMO OF ALL LATIN COMMUNITIES AND BLOGS
- IN HOUSE INTERNET DEVELOPMENT AND PROMOTIONS
- ALLIANCES WITH ALL DIGITAL DELIVERY SERVICES
- MAJOR TV AND PRESS TOUR NATIONALLY: MIAMI, OCT. 19-25, 2008 (All Major TV, Press and Radio) SABADO GIGANTE, DESPIERTA AMERICA, PRIMER IMPACTO, EL ESCANDALO, MEGA TV, EL GORDO Y LA FLACA, AND MUCH MORE.
- CALIFORNIA, TEXAS, ILLINOIS, GEORGIA: ALL MAJOR CITIES RADIO TOUR AND PROMOTION.
- TOURING 2008/2009 ON TOUR IN MEXICO AND USA WITH JOAN SEBASTIAN. (OVER 80 DATES)
- IN-STORE APPEARANCE (AUTOGRAPH SIGNING AND PERFORMANCE)
- NATIONAL PUBLICITY CAMPAIGN, By "MvA" Joe Fisher (Publicist)
- INDUSTRY SHOWCASES "MONITOR LATINO" "RADIO & RECORDS"

SELLING POINTS

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