

MLC PR SIGNS AWARD WINNING SINGER SONGWRITER COLIN ARMSTRONG

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Los Angeles, CA (October 22, 2008) — Mona Loring, president of MLC PR, officially announced today that award-winning singer/songwriter, Colin Armstrong, signed on for her firm's PR services. Subsequent to passing up a developmental deal with Hollywood Records, award-winning singer/songwriter Colin Armstrong has completed his debut full-length album "Lost and Anonymous," officially slated for release on January 13, 2009. Produced and mixed by Mikal Reid (Mick Jagger, Ben Harper, Aerosmith, Wang Chung), the album will be distributed online via iTunes, and available for purchase through his label's website Rithmetic Records.

"I really feel as if Colin is the artist the music scene has been aching for," says Loring of Armstrong. "With songs like 'Hey Yoko' and 'Miss Sympathy,' he is showcasing that he is a lyrical genius and I know for a fact his talent will continue to be recognized. MLC PR is thrilled to have signed this talented up and coming artist."

Colin's first break came when he won the "BE A STAR" contest on Los Angeles' leading rock radio station STAR 98.7. The victory landed him a demo deal with Hollywood Records. Although he was excited to garner a development deal with a prominent label, he didn't feel like the time was right-- he wanted to work on his material. In order to reach his musical goals, Colin knew he had to continue to write, record and hone his skills, gathering the best material possible for his debut album. Since then, Colin's song "Lonely Fall" won "Best Male Vocal" and "Best Song" at the San Diego Music Awards followed by a "Best Pop Vocal" nomination for his song "Hey Yoko" at the Los Angeles Music Awards. His song "In Your Eyes" was also chosen for the top ten finals of the 2007 American Idol songwriter contest. It didn't end here, early 2008 brought Colin a worldwide publishing agreement with NorthStar Media who placed one of his songs, "Nothing More to Say" on the hit Lifetime network show "Army Wives."

Please visit: www.monaloring.com for info on MLC PR and www.colinarmstrongmusic.com and/or www.myspace.com/colinarmstrong to learn more about Colin Armstrong and his debut release.

For more information on MLC PR or for media requests for Colin Armstrong, please contact MLC PR at (818) 706-8080 or contact@monaloring.com.

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MLC PR is a top-tier public relations firm specializing in literary, lifestyle and entertainment communication services. Our clients include celebrities from TV, film and music, authors and publishing houses, medical professionals, industry experts and various businesses. MLC PR works intimately with clients to provide strategic PR support that helps them achieve their goals. From media placement to media training to red carpet events... we can do it all. Our consistently praised approaches to public relations do more than get you in the news—we build image, elevate status and expose you in countless ways around the nation.

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