

Positive Hip Hop BrotherSister Duo - Chrome Cats

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Malaysia based independent label Lakefront Records is proud to announce the signing of Indiana based teen brother & sister hip-hop duo Chrome Cats, who mark the first US act to be released by the Malaysian imprint, announced Bryan Tan, President & CEO of Lakefront Records.

“The key to making a successful label is signing artists with pure talent that we can nurture and develop,” Tan says. “I’m committed to thinking outside of the box and therefore actively seeking artists that can change the landscape of the music industry. From the moment I heard their track ‘Don’t Let Go,’ I was hooked.”

Several months before the official release of their four track debut EP, 16-year-old Korland “KJ” Sims and 13-year-old Jamila Sims, have amassed a growing global following (including in Australia and many countries in Europe) thanks to their powerful presence on YouTube, Facebook and Myspace.

With music dedicated to “spreading positivity, being uplifting and showing people they can reach their dreams,” Chrome Cats also have hundreds of followers on Twitter, who eagerly await their updates. On YouTube, their homemade videos of two songs from the EP, “Don’t Let Go” and “Hip Hop,” have received over 200,000 views in just two months. “Don’t Let Go” and several other tracks have received over 89,000 plays on Chrome Cats’ myspace page.

Lakefront Records, launched in early 2010 in the Malaysian capital city Kuala Lumpur by Bryan Tan, a live sound engineer. Tan currently has three native Malaysian artists on his roster including R&B soul singers Nadia Aqilah and Ferhad and acoustic singer/songwriter Daymien. Tan’s historic decision to sign the Chrome Cats is part of his founding mission to establish Lakefront as a label of quality and substance with artists who could connect with and inspire fans of all ages and musical tastes.

“Chrome Cats are extraordinarily talented writers, singers and musicians,” Tan says. “My intention was to make them my very first label signing, but because the process of signing overseas performers is a lengthy one, I decided to launch Lakefront with Malaysian based artists. With the signing of Chrome Cats, Lakefront became a truly international label with the goal to sign artists from around the world.”

Lakefront’s releases are currently available for digital download via iTunes and the label’s website www.lakefrontrecords.com. Tan is currently in negotiations with various international distributors to secure physical distribution in the near future.

For more information on Chrome Cats, please visit the following sites: <http://www.facebook.com/chromecats> <http://twitter.com/chromecats52>
and <http://www.myspace.com/chromecats>