

MEDIA RELEASE

Attention Editors: Assignment Desk, Lifestyle Editors, Entertainment and Music Editors

FOR IMMEDIATE RELEASE

It's Time to Awaken Our Music

Toronto, ON (May 10, 2006) - When we can smell the heat in the air, we can smell the heated rhythm of the real Canadian music awakening and brewing in this sleepless city. The New wave of the **Musicwake's Larger Than Life** is taking the mission of booming the real Canadian music and creating a real buzz in the Canadian music industry starting this summer.

Musicwake's Larger Than Life is the concert series fully integrating a very interactive and inter-connected template of elements in its live performance series. The STAR-Ceremony is offering Canadians a unique opportunity to compete nationally in 3 competitions: Dansinergy, Megaband Blast, and Kanidolokee with over \$50,000 in CASH and PRIZES in order to discover the best raw talent in Dancers, Bands and Singers. A very interactive platform allows fans to get involved by voting on-site and online for their favorite contestants. The series not only strongly connects the fans to the performers, the corporate supporters and the music industry legends at the events but also creates a strong "pre and post" event atmosphere leading to the ULTIMATE Grand Finale celebration in Nov 2006.

The mission of **Music's Larger Than Life** is to discover, promote and develop our Canadian talent through uniquely designed live show platform, is to offer fans a new way to enjoy live productions by creating an interactive environment that promotes "linkage" between performers, fans, the music industry legends and corporate supporters; In addition, being launched is the SIMP (Star Independent Mentoring Program) which connects the new breed music talents with real music industry legends such as Gino Empry and many others sitting on board as mentors, as well as CIMAF (Canadian Independent Music Advancement Fund). Two programs in conjunction with existing platforms will greatly move Canadian music forward.

Awake Entertainment Alliance, the principal in the event, is focused on conceptualizing, developing, marketing and promoting a unique brand of events. Past honors have involved Toronto's dance pop sensation ZOE as well as multi-platinum act NO MERCY with the release of their latest single. The team is growing skyrocket larger with great potential of being the NO.1 music competition program for our Canadian talents.

Media Contact:

Vic Desanlis, President

Awake Entertainment Alliance

416-410-4141

vicd@musicwake.com