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Cassette's Devin Smith Shows Us How Beautiful California Is in 36 Minutes; the 2006 Summer Olympics Shows Us in 69 Seconds.



"Cassette was once a boy, then it was a man, and now it is a band," claims Devin Smith, the founding and most essential member of the Miami-based ensemble. Cassette was born in the summer of 2005 in San Ramone, California, where Smith spent countless hours in his bedroom writing and recording over 70

genre-crossing ditties, some of which have made up Cassette's debut release, appropriately titled *Beautiful California*. Shortly thereafter, Smith and college buddy Patrick Hart founded Atomisk Records, the label Cassette proudly calls home. Atomisk Records will release *Beautiful California* this March in collaboration with Honor Roll, Inc.—a full in-house production, composition, publishing, record label, and mixing house in South Miami, where Smith and Hart live.

Honor Roll, Inc. has worked with companies like Visa, Volkswagen, VH1, Slim Jim, Burger King, among others in providing trendy beats for TV commercials and the like. Popularizing a sound via quirky commercials has become a growing trend in the world of indie rock up-and-comers, and with one catchy jingle after the next, it was fitting that "Invincible Sunshine

Machine," the 69-second track off *Beautiful California*, was featured in a Visa commercial during the 2006 Summer Olympics.

Beautiful California is comprised of 35 short, sweet, and exceptionally diverse tracks. According to San Francisco's Nitewise Weekly, "This album is texturally, musically and lyrically involving... [Devin Smith] finds a melodic strain and a good beat and then fastens his lyrical ideas to them. The music swings from strummy acoustic numbers, to driving punky things and also touches on danceable electronic beats and sounds. Track thirty-four is thirty eight seconds of ocean sounds and is called 'Ocean Sounds'. The closing track, and the longest one on this opus is called 'Streetlights' and is beautiful, sweeping, lush and romantic; a perfect fusion of rich electronic sounds, Smith's wistful vocalizing and captivating melodic touches." Josh Bloom, President and founder of Fanatic Promotion adds "When I first heard Cassette, I immediately loved the dozens of catchy hooks. As I listened further, *Beautiful California* began to remind me of one of my very favorite records of all time, *The Pod* by Ween. Like that record, Cassette's album is nearly three dozen ditties in the less-than-one-minute to two-minutes-or-so range with each one being stylistically different from one another while still managing to be hum-able, memorable, and fun."

"Each year has its own perfect summer soundtrack, the kind of music that blends seamlessly with the bells of ice cream trucks and the nighttime songs of cicadas...Brimming with whimsical humor, rhythmic complexity, and inventive sonic touches, it's ambitiousness never gets in the way of a memorable melody, with sing-along choruses practically hurling themselves out of the speakers." – The Miami Hurricane

Despite a flyer that read, "Cassette is a band that will be performing only one time – ever," when the band was asked to open for Awesome New Republic in September 2005, Cassette will take to the road again, embarking on a national tour during the spring of 2007. Stay tuned for tour dates!



***Beautiful California* Tracklisting:**

01. Fingernails
02. Ladybug
03. Janie's Bed
04. Shadow
05. Swingin' Hips
06. Hooray for Everything
07. Computer
08. Alright, v.1
09. Invincible Sunshine Machine
10. Low Maintenance
11. The Afternoon As Morning
12. Mixtape
13. Rain Song
14. Union Jack
15. Spring Break (Fun In the Sun)
16. Cartographer
17. Back Seat
18. Pink Scorpion Paperweight
19. June
20. Telephone
21. Snowflakes
22. Cancer Mice
23. The Future
24. Sideways
25. Bedtime Stories / Forgiveness
26. SH2
27. Ragamuffin
28. Short
29. Alright, v.2
30. Living Spaces
31. Shaved

32. Matt's House in the Morning
33. Beautiful California
34. Ocean Sounds
35. Streetlights

On The Web:

www.myspace.com/cassettemiami

www.atomisk.com

www.fanaticpromotion.com/current/cassette_beautiful.html

Devin Smith is available for interviews.
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