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For Immediate Release:

**LLOYD DOBLER EFFECT
JOINS NEW LABEL, IMAGEN RECORDS**

WASHINGTON, D.C. (May 26, 2009) — Imagen Records (www.imagenrecords.com) has signed the multi-talented rock group the Lloyd Dobler Effect. With their striking vocals, captivating melodies, lyrical compositions and highly charged and seasoned energy, LDE has been an influential part of the indie music scene for the past 8+ years. Their growing fan base and worldwide recognition as one of the top up-in-coming bands to watch have made them a most sought after ensemble in the music industry. Now Imagen Records is pleased and proud to make Lloyd Dobler Effect a part of its growing indie label family. "We have searched for a long time for the right record company...one that feels like a family to us. Imagen Records is building an amazing label and since the first discussions the band had with the company, I have felt that LDE and Imagen would make an amazing team. We have found our home", said guitarist and lead vocalist, Phil Kominski.

"We are very excited about having Lloyd Dobler Effect on the Imagen Records label." said Bob Winegard, CEO of Imagen Records, "We believe that together with their talent and our resources as a record company, we will be able to help each other reach the top of the music industry together." Based in Silver Spring, MD., a suburb just outside of Washington, D.C., Lloyd Dobler Effect (<http://www.lloyddoblereffect.com>) consists of 5 members; Phil Kominski, guitar and lead vocals, Chris Bruno, guitar and vocals, Patrick Hughes, bass guitar, Donnie Williams, drums, and Russell "Rusty" Williams, percussion. The name for the group comes from the main character in the 1989 movie "Say Anything" starring John Cusack, where Lloyd Dobler held a large boombox over his head outside of his girlfriend's window and blasted "In Your Eyes" to prove how much he loved her. This image soon became a romantic iconic symbol by an entire generation of women who expect similar expressions of love from their romantic counterparts. The name Lloyd Dobler Effect was primarily adopted because the band thought it sounded cool.

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LDE has gained a stellar reputation on the national college circuit and live worldwide music scene, having performed over 1,500 gigs in 39 States and 13 countries. They have performed on the same bill with such artists as Jane's Addiction, Eminem, The Strokes, Our Lady Peace, Mighty Mighty Bosstones, The Goo Goo Dolls, Hoobastank, Good Charlotte, Audioslave, The Roots, Godsmack, Keller Williams, Jack Johnson, 3rd Eye Blind, Chevelle, Kansas, Simple Plan, Galactic, Dashboard Confessional, The Fray, Pat Green, and Colin Hay to name a few.

Lloyd Dobler Effect is currently in the studio working on its first CD under the Imagen Records mantle, which is anticipated to be ready for release some time in late 2009. Band member Chris Bruno stated, "I am elated and hopeful that LDE's and Imagen Record's relationship will be both advantageous and long-lasting." Reactions from the other band members were equally enthusiastic. "I am very much looking forward to a very productive future together and I can't wait to get the ball rolling and see what happens..." said Patrick Hughes, bassist. Drummer Donnie Williams said "I am really excited about the future and we're ready for the hard work needed to get LDE and Imagen where we both belong." Finally, percussionist Rusty Williams related "We have just come one step closer to picking up our first Grammy Award...and when we do, we will be walking up those steps with Imagen Records. We are fulfilling what we have always imagined with Imagen." This sentiment is certainly shared by everyone involved.

To hear more from this talented ensemble, please go to www.imagenrecords.com, www.lloyddoblereffect.com, and <http://www.myspace.com/lloyddoblereffect>.

Imagen Records (www.imagenrecords.com) is a new premier record label based in the Washington, D.C. area specializing in the pop, rock, R&B, hip hop, and urban contemporary music. With a growing roster of original new talent as well as established legacy artists such as *Peaches and Herb*, Imagen Records is poised to make a strong impact on today's music industry in the coming months and years.

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