

Celebrity Interview opportunity - Catalina Guirado-Cheadle for LP33.tv - the new on demand new music and social networking TV website

Submitted by: East of Eden London

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Catalina is back!

The face of 'SXSW '09 festival channel at LP33.tv

To meet or organise a phone interview with Cat this week please contact:

Gavin Kimble @ EdenCancan on 020 7395 0516 and at gavin.kimble@edencancan.com or Gwilym Morgan @ EdenCancan on 020 7395 0512 and at gwilym.morgan@edencancan.com

Catalina Guirado-Cheadle (Cat) is back, hosting the SXSW '09 music channel on LP33.tv (<http://www.lp33.tv/>), the on demand new music TV (<http://www.lp33.tv/>) website. LA based Cat will soon be heading to the Texas based festival to lead a music-mad team of LP33 experts. They will be working to ensure fans get access to the best new bands. Cat and her team will be broadcasting from 6th Street which is located at the heart of the festival and is typically buzzing with music fans. Through exclusive band interviews, behind the scene coverage, artist-provided music videos and hour by hour video blogs, all the news will be broadcast on www.lp33.tv/sxsw this March from SXSW '09.

Cat was once known for being Chris Evans side kick on TFI Friday and has also battled crocodiles on 'I'm a Celebrity, Get Me Out of Here'. She has now thrown herself into the music industry. As SVP Media Relations, Cat is one of the founding members of the LP33.tv management team and the senior Presenter. She works with the head of web and music content at LP33.tv to develop new formats, as well as being responsible for initiating new relationships with music companies and running project initiatives with labels. Most of all, Cat is the recognisable point of call for labels, managers and artists to go to, in other words the face of LP33.tv!

Cat says: "LP33.tv is the place to discover unsigned and emerging artists. I can't wait to go to the festival in Texas to jump on all those bands and get interviews and videos for LP33.tv. Go to www.lp33.tv/sxsw to catch up with the action! It's my responsibility to act as exec producer for the interviews, as well as being the main host with the hottest bands! I really want to help bring attention to these great emerging acts. As someone who's been on the other side, signed to Universal as a singer/songwriter, recording albums and promoting my own music, I know what musicians are up against, so I'm excited to be in a position to help our talented artists stand out from the crowd."

Head of LP33.tv's A&R, Michael Rosenblatt, the man who signed Madonna and currently working with Cat, says: "I'm psyched to be working with Cat, checking out the best music talent at SXSW. We are going to help them tell their story through LP33.tv!"

SXSW '09 festival runs from 18th – 22nd March in Austin Texas, heralding all the new talent the globe has to offer from rock to electronic.

LP33.tv is serious about music, it's the free, fun and entertaining service where users can search for and discover new bands, acts and solo artists. With categories including Rock, Pop, Americana (music

connected with America), Electronic and a section devoted to SXSW, LP33.tv prides itself on hosting the hottest new music from across the globe.

- Ends -

Notes for Editors –

About LP33.tv's coverage of SXSW'09

LP33.tv has launched its online SXSW channel at www.lp33.tv/sxsw. The constantly updated playlist will include exclusive pre-event shows, interviews, regularly updated music news and music videos. Once the event starts, the channel will be updated hourly with the latest news, video blogs from the bloggers on the ground, videos featuring the best talent live and other shows. During the conference, LP33.tv will host an incredible artist lounge at the Convention Center featuring an interview lounge, bar, balcony hang, dj's, and a laid back meeting area with wireless access, giving artists a place to hang out and get to know LP33.tv. These will be complemented by a constantly updated blog featuring videos and news allowing viewers to get a real time feel for events across the massive festival. LP33.tv visitors will also be able to browse Artist Pages of the performers invited to participate in official events via specially branded pages featuring video and audio content. LP33's talented team of music reporters will be led by British celebrity Catalina Guirado-Cheadle who will be leading a fresh team of in-house music expert video bloggers.

About LP33.tv:

LP33.tv has two connected offerings in the entertainment space. LP33.tv is an On Demand music television and digital entertainment network featuring shows around music videos, artist interviews, and music culture and lifestyle content. LP33.tv has a scout network that scours the globe focusing on early discovery of the most promising new and emerging artists. LP33.tv curate content and create shows for music lovers to discover and share. Every artist has a story to be told, and LP33.tv is where you will find those stories. LP33.tv is complemented by the Music Industry offering, the Music Insiders Database (theMIDB.com), a comprehensive, personalized online directory of music professionals.

For further information on LP33.tv and to book a meeting with Cat please contact:

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