

Media Release

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For Immediate Release

Saxophone Great Targets Online Audience In "Smooth" Release

Final Faze Music Inc. announces the launch of online distribution at www.democates.com

TORONTO, ON, Nov 22, 04 - As an inspired messenger of his art in Jazz, **Demo Cates** will be taking the sensuous sounds of his saxophone to the world-wide-web. As an online distributor for his new album and the acts to follow on his new label, Cates wants to give his fans unlimited access to his new album titled "Smooth...Try Something New."

"Smooth..." transports listeners to the old days of Jazz while adding a whiff of his innovative contemporary twist to an album full of swooning grooves. Fans will be able to visit www.democates.com and access tracks from the album as well as newsletters, concert dates, bonus tracks, and a multitude of photographs from his history in music, to footage from his recent shows.

No stranger to self-motivation, "The Soulful Rebel" has sold his music from his trunk, performed on Broadway and now recognizes the power of connecting with his audience online, free from corporate intervention. Cates has again forged his own path by leaving an unfavorable deal and starting his own label, **Final Faze Music Incorporated**, which will distribute his music online via www.democates.com. Cates hopes that opening the avenue of E-commerce through his website will make accessing his music "one easy element in a hectic life", enabling individuals to swiftly select songs, download and listen in a few mouse clicks.

The Detroit native known for his warm personality and spiritual motives is a mature musician and vocalist, who has traveled decades of success on both the Concert circuit and on Broadway. Cates rose up the ranks as a young sax-player in Detroit in the late 1960's, touring North America with his group **The Fabulous Counts** in the 1970's, opening for the likes of Anita Baker and Stevie Wonder, and performing in Toronto as "Mufasa" in the Broadway musical "The Lion King".

Long considered a 'Jazz Pop Contemporary', Cates sees himself as a musician who "plays his emotions, in the hopes of touching hearts"; apparent on the first single, "A Vow", a somber tune about emotional triumphs, that's been rising up the charts on 107FM 'The Breeze' and 94.7FM.

The great responses to his music over the years only motivates Cates to expand his musical reach by opening himself up to his fans with the introduction of his website. Demo Cates - Jazz artist, vocalist, and world performer takes his fans to interactive heights of musical pleasure at www.democates.com

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