

SHAMBHALA**"THE LOTUS OF..." CD****SHAMBHALA****THE LOTUS OF...**

Cat#: ONE-001

Format: CD

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Price: \$6.99 Distro/ \$7.49 Store

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Street Date: 11/16/2004

TRACK LISTING

1. The Lotus Sutra
2. Monastery Gladiators
3. Time Is An Ocean
4. Triple G.E.M.
5. African Sunflower
6. Enlightenment (Arabian Claps)
7. Full Moon Of The Tao
8. Siddhartha (Leaving Everything Else Behind)
9. Kithikai's Song
10. Divine Intervention
11. The Wind
12. Artist's Hand (Catch The Message)
13. Tao Of The Full Moon
14. The Heart Sutra

OVERVIEW

While Hip-hop meanders through the corporate bleating of formulaic radio singles and sell out rhyme-styles, a few pioneers of the underground continue to contribute stellar music that recalls not only the glory years of hip-hop culture, but bode well for its future. One such artist is Shambhala, whose debut album *The Lotus Of* has all the elements of style, substance, and sound that will assuredly put him on the road to tomorrow's best.

With fibrous beats, ethereal rhymes, and metaphysical intonations, Shambhala not only rocks the world, but invokes the rhythmic tide of "Gaia on-the-real-tip" — coolly achieving what equates sonically to hip-hop's version of some good home-cooked soul.

Reveling from the bottom to the top of frame, Shambhala climbs levels of being, transforms styles, transcends, then delivers wisdom through phraseology and spirit, all the while delivering a meteoric revolutionary message with all the prowess and lyrical strength of an accomplished urban idol (e.g. Bob Marley, Lauryn Hill, Prince, and Jimi Hendrix).

For listeners ready to join the flow of the future, now is the time for elemental rhyme. Indulge yourself in the meditative complexity of Shambhala's *The Lotus Of*.

SELLING POINTS

1. Significant East Coast touring schedule and an a impressive fan-base in the Washington D.C. area.
1800 units sold at pre-release performances this year
2. Full service to all CMJ Beat Box reporters, going for adds November 12th.
3. Advertising in key crossover/urban publications like *Urb*, *The Fader*, and *Ghetto Blaster*.
4. Internet banner ad campaign generating over 100,000 impressions at key hip-hop consumer sites like hip-hop.com, hiphopsite.com, and hiphopinfinity.com.

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100 E. 23rd Street, Baltimore, MD 21218
 info@morphius.com www.morphius.com
 410-662-0112 tel. 410-662-0116 fax
 distributor rep: stephen@morphius.com