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For Immediate Release

Alaché releases debut album “Until now” Available September 15, 2009

MIAMI, FL — International recording artist Alaché is set to release her inspirational debut album *Until Now* on September 15, 2009. The album has 12 inspiring and motivational songs including the hit single “*higher*” which has received over 200,000 plays on MySpace is on heavy rotation on Rhythm fm 93.7 and Cool FM in West Africa.

ALACHÉ

Alaché is a Florida based singer-songwriter from Nigeria who falls under the Inspirational/Christian genre of music. Her edgy, upbeat and engaging tempo makes her stand out as a truly inspirational artist. Alaché’s album digs deep into the challenges of personal struggles of the modern mind with songs like “*How mama*” about pro life and “*Insecurity*”. Alaché is not your typical gospel/inspirational music artist. She has a funky flare and fashion edginess that makes her truly unique to this industry.

“Alaché has something authentic and meaningful to say in her songs which deserves to be heard”

- MIMI Magazine

Alaché teamed up with vocal coach and producer Gerry Williams, who’s literally worked with every major pop star birthed from that highly fertile scene (including Mandy Moore, O-Town, LFO, Raven, Aaron Carter, Jordan Knight, Stacie Orrico and Jump). Gerry believes she is a unique talent whose music can inspire very many people. Growing up, Alaché was greatly influenced by Miriam Makeba, Celine Dion, CeCe Winans, The Fugees, Kirk Franklin and Yolanda Adams. Alaché is a fresh artist who comes at a time when music lovers need that engaging inspiration.

Alaché is working on an International tour that will cover North America, South Africa and West Africa. She is also set to be reviewed by BHF magazine and Gospel Impact Radio. Her music videos for *higher*, *shoulda lost my mind* and *insecurity* will debut in January 2010 with rotations in London, North America and West Africa.

The album *Until Now* is distributed by Central South - Infinity Distribution. For more information on Alaché, please visit www.alacheonline.com

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