



Composer, author, performer, entrepreneur.
First e-single "SUMMER DAYS"
Web launch – summer 2011

LAMICE an "e-business artist" who promotes friendship on the web & pays tribute to new technologies that minimize distance with friends, by offering users her Summer Hit "SUMMER DAYS"!

LAMICE embodies a new generation of "e-business artists". Energetic believer and multi-talented, she puts her music art to light in an innovative way thanks to the new technologies and her knowledge in e-business:

- Her first e-single "SUMMER DAYS" is free on the web. It is available only in digital format and is released in two versions: world fusion pop and electro-house.
- The launch is accompanied by two highly innovative concepts:
 - o A "multi-language Karaoke" in partnership with RedKaraoke.com,
 - o A "Sing & Cook" offer in partnership with LebGuide.com and its "100 Lebanese Recipes" iPhone, iPod Touch and iPad application ;
- LAMICE's Facebook page aims to voice the experiences and thoughts of the individuals who use the web to keep up and nurture their friendships!

ABOUT LAMICE

LAMICE composes since the age of 16. Her atypical course led her to manage both a consultant career in new media and her passion for Music. As an expatriate of Lebanese origin, living in France, LAMICE aims to address the uprooted, voluntary or involuntary expatriates, torn in their "multicultural" identity. She recounts her life away from family and close friends through music - her sanctuary. LAMICE believes in music without borders, without labels, free as a bird. Her music is influenced by many styles due to her exposure, as an expatriate, to various cultures. Her single "SUMMER DAYS" flirts with many of them: Occidental and Oriental pop, Latino rhythms, electronic vibes, etc. LAMICE envisions her music to be fully intangible and fluid. She found herself in our modern world where technology transcends geographical borders and where the individual in constant relocation settles abroad. LAMICE belongs to this worldwide sphere of interacting people. She collaborated, virtually and in person, with professionals around the world (France, USA, Lebanon, Germany, Venezuela, Spain and Brazil) in order to create what she calls "web oriented entertainment for worldwide web users".

SUMMER DAYS – FIRST e-SINGLE

LAMICE's first e-single "SUMMER DAYS" is a message of unity, multicultural awareness, open mindedness and positive thinking, built around the base of true friendship. A group of young, tanned, happy and eager international expatriates, drawn together by the similarity of their countries at war gave life to the song "SUMMER DAYS" in Cyprus during the summer. Despite their different backgrounds and upbringing, their bond was able to transcend all racial and religious beliefs, binding their hearts together through their passion for music under the breathtaking heat of summer. When the time came to share their goodbyes, the realizations that music brought them together came to light, but the world and circumstances would make it difficult for them to keep in touch within this uncertain future. They came together at their farewell evening and penned the song "SUMMER DAYS", etching their friendship and affirming their confidence to always preserve it. The song "SUMMER DAYS" envisions freshness and positive moments amidst the sharp taste of nostalgia.

The "World fusion pop" theme is arranged by well-known African-Lebanese producer Alain Sawaya, with the "Electro-House" mix produced by rising French DJ, Julien Majorel and the video is the execution of French creative director, Franck Janin.

SUMMER DAYS is free for download on www.lamice.com

Visit www.lamice.com for more details and access her offers:

- "Sing & Cook": download the "100 Lebanese Recipes" iPhone, iPod Touch and iPad application, to sing while cooking - in partnership with LebGuide.com.
- "Multi-language" Karaoke: record on line your own interpretation of "SUMMER DAYS" in English, Brazilian Portuguese, Spanish and Italian, and share it with your friends online - in partnership with RedKaraoke.com.

Contact contact@lamice.com for any question.



ELECTRO-HOUSE

WORLD FUSION POP

