

Fefe Dobson 4 Video Multi-Channel Debut Tomorrow

We are pleased to announce that on Wednesday, August 5th @ 6AM EST MTV, along with The N and Logo, will premiere FOUR FEFE DOBSON videos simultaneously across the following channels: AM-MTV ("I Want You Remix"), MTV HITS ("I Want You" and "I Want You Remix"), MTV2 ("Watch Me Move"), The N ("I Want You"), LOGO ("I Want You 2 Watch Me Move") and mtvU ("I Want You Remix" and "Watch Me Move"). All four (4) videos can be seen throughout the day on all of these channels.

FEFE recently shot the videos for these singles on location in Toronto for promotion of her sophomore CD, JOY. The video for "I WANT YOU" was done in three takes with just one light while "WATCH ME MOVE" took the traditional route. The videos were shot in a way where they can be viewed separately or as one video. "I Want You" literally vamps into "Watch Me Move" giving the viewer two for the price of one. Aaron A, who's worked with Nelly Furtado directing her #1 video for "Do It," directed both of Fefe's videos. The 21 Music release of Joy is due Fall 2009.

"I WANT YOU," is about attraction and desire and was recently picked up by VH1 to be used as part of the promotion for the new TV show "Megan Wants A Millionaire." Since the promotion "I Want You" has seen an increase of more than 800% in single sales. "WATCH ME MOVE" is a party song but if you dig deeper you may find that it's a song about confidence and rejuvenation. What's really exciting about "Watch Me Move" is that VH1 recognized the potential of the song early and before the album was completed made it the theme song for the "Margaret Cho Show" and NBC used the song in the promos for the show "Lipstick Jungle." Fefe exclaims: "I love the guitars in this song. They make me think of sun bathing on the top of

a 1966 GT0!”

Go to www.fefedobson.com to hear both songs.

FEFE DOBSON took the world by storm when she entered the music world as a 16-year old rock star in 2003. She quickly secured endorsement deals with the highly popular “Got Milk” ads and Tommy Hilfiger campaigns. Fefe has had songs placed in the score for the film, “The Perfect Score,” and has garnered numerous nominations and awards for her gold-selling self-titled debut CD. A few years back Fefe was picked to play a young Tina Turner in the highly popular TV show “American Dreams” where she performed a riveting rendition of Ms. Turner’s, “River Deep, Mountain High” and most recently Jordin Sparks made a cover of Fefe’s “Don’t Let It Go To Your Head” on her current album.