

# Fefe Dobson Returns With Joy On 21 Music/Island Records

(February 25, 2010 – New York, NY) FEFE DOBSON has completed her new album, JOY, scheduled for May release on 21 Music / Island Records. JOY follows-up Fefe Dobson, her self-titled debut, which generated JUNO Award nominations for Best Pop Album and Best New Artist. In advance of JOY, the first single “I Want You” will impact at pop radio on March 2nd (the digital song available now). In addition, Fefe Dobson has been picked for VH1’s You Oughta Know program kicking off April 5th.

“I Want You” was heard in the trailers for Drew Barrymore’s roller derby directorial debut, Whip It, and is currently being heard on STARZ promos over the next three months. “I Want You” has also been heard on television in The Vampire Diaries, and in promos for VH1’s Megan Wants a Millionaire. The song was also included – in Simlish version, of course – on EA’s 6-million selling SIMS 3 World Adventures videogame. Another song from JOY, “Watch Me Move” was recently featured on American Idol’s final 24 episode, heard on promos for CW’s America’s Next Top Model, the theme of VH1’s The Cho Show (starring Margaret Cho), and NBC’s Lipstick Jungle. “Watch Me Move” digital song will be released on March 19th.

The videos for “I Want You” and “Watch Me Move” – as well as FEFE’s mashup mix of “I Want You To Watch Me Move” – were all added last year on MTV, MTV2, mtvU, MTV Hits, MTV.com, VH1.com, The N Network, and Logo. Excerpts of “I Want You” and “Watch Me Move” are posted on <http://www.myspace.com/fefedobson>, which boasts over 4.1 million total plays, and over 1.7 million profile views.

FEFE DOBSON’s #1 Billboard Heat seekers debut album contained the back-to-back Top 40 Mainstream singles “Take Me Away” (an MTV TRL, MTV2, and MTV.com hit in ’03) and “Everything” (in ’04). In addition to “Everything” (heard in the CW’s One Tree Hill, and The Perfect Score movie soundtrack), other songs by

Fefe surfaced in movie sound tracks for Raising Helen ("If You Walk Away") and It's a Boy Girl Thing ("Be Strong"), as well as FOX-TV promos for Fringe ("Paranoia").

FEFE is a prolific writer whose songs have included Miley Cyrus' single ("Start All Over" on Hannah Montana 2) and has been covered over the years by a variety of artists including Jordin Sparks ("Don't Let It Go to Your Head" on Battlefield), and Selena Gomez ("As A Blonde" on Kiss & Tell). In addition, the highly photogenic Fefe enjoys a sideline career as a spokes person, and has been photographed for dozens of magazine features. Among her credits, she was seen in the popular "Got Milk?" ads, and Tommy Hilfiger campaigns.

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## **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](http://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.