



Press Release

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New King of Bhangra Music, Gypsy Aujla's 'Out of nowhere' & 'AfterShock' debut at EthnicIsland.com

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Yorba Linda, CA. February 15, 2007 - A fresh new wave arrives in Bhangra music with the release of talented musician and producer Gypsy Aujla's recently launched albums 'Out of nowhere' and 'After Shock'. Now available at EthnicIsland.com, these two albums has soared the charts at hurricane speed and at the same time has established Gypsy Aujla as a strong contender in the world of Bhangra music right from the start.

'Out of nowhere' and 'AfterShock' have raced ahead of other albums to be among the biggest hits this summer. Gypsy Aujla music blends Brazilian samba, orchestral sounds and traditional Indian instruments with modern western music with such master craftsmanship that listeners experience a melodious fusion of innovative, unparalleled harmony. According to Gypsy, "I like to keep a traditional feel to most of my tracks that I produce since I play a variety of instruments." Nothing can supersede the vigour and euphoria that the collections imbibe.

Moreover, Gypsy has chosen his singers in a way that has brought the best to produce the best — great voices under the same roof to sing even greater numbers. The albums showcase renowned singers like Surinder Shinda, Lembher Hussainpuri and Angrez Ali along with upcoming artists like Goga Takhar, Jaswinder Patti, Ravinder Malri and Bhagwat Pawar.

The man behind the show, Gypsy is a 25 year old dhol, tabla and keyboard player who has the ear for picking out the best from the talent pool. Speaking on the music that he's generated, Gypsy says, "It is a traditional album mixed with western influence. Listeners will find a lot of variety with a mix of desi beats, drum and bass, R&B and much more."

A sensational track from 'Out of nowhere' titled 'Karpana' is a rare gem that has already gained extraordinary success by scaling to the number one position on Radio 1's Bobby & Nihal Show. Even 'Sunja Goriye' is a very peppy number from the same album that has gained popularity among listeners. Well-known singer Bhagwant Pawar has sung a spellbinding track 'Dil Chaiyda' in the 'AfterShock'.

Gypsy adheres to a dedicated and well-planned approach in producing his own music and promoting musicians, "My main objective for the first album was to basically take a step into the market, and to give people a taste of what I can do. And I do think the second album shows more maturity in the production as I have gained so much knowledge and experience during and after the first album", said Gypsy.

He has also made it a point to create genuine original music without any kind of sampling. And the result is a very fresh sound that's sure to resonate continually in the music scene.

"Out of nowhere" and "AfterShock" can be purchased on-line at EthnicIsland.com.

EthnicIsland.com, based in Yorba Linda, California, is an online e-commerce site specializing in distinctive ethnic music from around the world. From India and Europe to the Far East, its unique artists span the globe and offer the best international selection at incredible value. Artists looking forward to partnership with EthnicIsland.com may use the contact information below.

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