

### Media Alert

March 18, 2010

8:00am EST (USA), 2:00pm CET (Europe)

Santa Cruz, California, USA – Spin66 Studio, a marketing communications and design agency whose focus is raising business brand awareness and strengthening client market positioning, recently completed design and production of musician Paden West's self-titled album artwork. The project included a photo shoot on location in Portland, Oregon, design and print of the disc and cover, and lastly assembly and shipping to a gleefully satisfied Mr. West.

What has made this production so special for Spin66 Studio is that Paden went environmentally friendly regarding his packaging - produced with 100% recycled paper, chlorine free, FSC Certified, 100% PCW, 100% renewable green energy, additionally, printed using vegetable oils and VOC free inks. And of further significance is that Paden pledged membership to 1% For The Planet™, where one percent of all CD sales are distributed throughout 1,847 environmental organizations worldwide.

We love this guy.

In the months leading up to the release of the new disc Paden West has received honorable mentions in: Mike Pinder's Bandwars and Mike Pinder's Songwars. In 2008, Mr. West's song "Haze" was nominated for "Best New Artist" in the 2008 Independent Singer Songwriters Association Awards, and was a finalist at the "2008 Newsong/Mountainstage Contest, Western Region" for his song, "Counting Down the Days".

You can see highlights of the photo shoot and final CD design and the photo shoot at - <http://www.spin66studio.com/Portfolio/Paden%20West/PadenWest.htm>

To experience and purchase the new CD, go to [www.padenwest.com](http://www.padenwest.com).

### About Spin66 Studio

Spin66 Studio is a marketing communications and design agency. We help companies bring awareness to their brand and strengthen their position in the marketplace. Headquartered in Santa Cruz, California and founded in early 2005 Spin66 Studio has already helped in the re-branding and launch of numerous companies and products, and has provided creative and strategic marketing services to more than thirty companies.

### About the Album & Paden West

Pop this CD into your player and get ready for a joy ride on the back roads. Acoustic guitar, masterfully layered with percussion, electric guitar and catchy melodies are the hallmarks of this surprising album from an exciting new talent. The energy and honesty of Paden's music will have you tapping the dash and singing along. A range of styles is creatively fused to produce a unique sound that brings to mind well-known artists and yet defies categorization.

This album was recorded in the summer of 2009 as the first in a series of EPs to be released over the coming year. Recorded in his studio outside of Portland, Oregon, this album is a culmination of an immersion in music that began when Paden was 13 years old. Paden's drive to learn and his interest in many styles led him to study blues, rock and jazz disciplines with a variety of instructors and included a summer at Berklee College of Music where he was selected to perform an original song in the Songwriters' Showcase. Recognized by indie labels such as Newsong Music and the Independent Singer Songwriter Association, Paden's clearly a talent to watch. Check out his web site - [www.padenwest.com](http://www.padenwest.com).

### Contact Information-

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