



ROCK NEO-SOUL: A mix of contemporary Neo-soul rock sounds with dance and strong Latin and East Indian rhythms, English/Spanish lyrics.

SENSE (7-PIECE BAND): Omar Alexander works with an international group of players who have played with Norah Jones, Maceo Parker, The Gypsies, Moody Blues, La India, Alejandro Fernandez, Frankie Negron, DLG (Salsa acts). Member Names and Instruments: Omar Alexander - Lead Vocals and Songwriter; Eldad Zitrin - Keys; Rich Chapple - Bass; Oscar Bautista - Guitar; Eran Asias - Drums; Tony Rodriguez - Percussion; Shlomi Cohen - Saxophone, Clarinet, Flute, Back-up Vocals; Salsa dancers: Caribbean Soul, Liliana Vazquez, Jareau Almeyda

SUMMARY OF ACTIVITIES



JULY 16, 2004

Musical guest appearance by Omar Alexander and song placement of 'Front to Back' & 'Bangin' in film and soundtrack. Film title: "FLAVORS". July 16 – Theater Release – USA & Canada

www.flavorsthemovie.com



JANUARY 13, 2004 Coverage of Omar Alexander and usage of song, "Are You Listening" by ABC/Disney's 'KNOCK FIRST!' <http://abcfamily.go.com/daytime/knockfirst/music.html>

OCTOBER 13, 2003 New York City Opening Act for Salsa legend, Jose Alberto 'El Canario'. House of 500 people.



LATIN RECORDING ACADEMY

SEPTEMBER 3, 2003 The Recording Academy's 4th Annual Latin GRAMMY Awards New York Viewing Party; special performance by Omar Alexander & Sense following the telecast. Sponsored by LATINO MIX 105.9FM, URBAN LATINO Magazine press coverage and HEINEKEN. www.grammy.com/newyork



CBS.com

JULY 2003 CBS 'Cupid' Reality Series: Beating 1000s of other suitors across the country with honest style and musical personality, Omar becomes one of the 20 finalists chosen to win the heart of Cupid Girl, Lisa Shannon. Omar serenades her and a national audience with his original Spanish song, "Abandona el Amor" (July 16, 2003).



MAY 4, 2003 Stage performance for the 24th Annual Asian Pacific American Heritage Festival Music and Dance Showcase in celebration of Asian Pacific Heritage Month. Audience of 5,000 in Union Square Park, NYC.



APRIL 2-12, 2003 Headlining Act for the New York International Independent Film/Video Festival & the 1st Annual New York Music Festival. www.nyfilmvideo.com, www.nymusicfest.com

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FEBRUARY 2003 Omar Alexander sang the demo jingle for the music house, Face The Music. This jingle is for a major company's commercial with Carlos Santana.



JULY 2002 Gala performance for the non-profit organization, SAA AIDS (South Asia Against AIDS Foundation), covered by Sony Entertainment Television Asia.



MAY 2002 New York City opening act for 'The Gypsies' during their Spring 2002 tour. The May 11th performance had a house of 1,000 people; the May 17th performance had a house of 500 people.



MARCH 2002 Maya Records release of song titled, "I Will Rise" by MTV Europe nominated "2002 Best Breakthrough DJ" JOESKI, which includes spoken word by Omar Alexander.

DECEMBER 2001 Maya Records release of song titled, "Be There For Me". Song written and sang by Omar Alexander for MTV Europe nominated "2002 Best Breakthrough DJ" JOESKI of Maya Records. "Be There For Me" sold 5000 singles in USA and Europe. www.mayarecords.com

! MARCH 1997 CHARTED #1 HIT SONG ("Inside") on Guayaquil-based radio station 'I-99' in Ecuador; sponsored by Coca Cola, Vodka Finlandia and Equatoriana Airlines for 3-week tour of Ecuador (Guayaquil & Salinas). www.i99fm.com

RECENT MEDIA COVERAGE



CBS 2 NEWS --Local news report by Reporter, Mario Bosquez on Omar Alexander & Sense during the Official Latin GRAMMY Viewing Party, September 3, 2003 6PM evening news



MTV NEWS --National coverage of Omar Alexander on 'Cupid' Show segment, June 20, 2003



EXTRA! EXTRA! Warner Brothers Television, NBC Network Television
--National coverage of Omar Alexander's performance during a segment on the reality show, CUPID, May 30, 2003 http://extratv.warnerbros.com/dailynews/extra/05_03/05_30c.html

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ENTERTAINMENT TONIGHT, CBS Network Television --National coverage of Omar Alexander during their segment of the show, 'Cupid' (CBS), May 27, 2003



BBCi RADIO ONLINE, Dance, Essential Mix -- Tracklist, Joeski and Omar Alexander – 'Be There For Me' (Maya), October 2, 2002 http://www.bbc.co.uk/radio1/dance/essentialmix/the_essential_mix_20020210.shtml

The New York Times

NEW YORK TIMES, Arts and Entertainment section -- Omar Alexander, Interview, February 2002



RADIO WADO 1280 AM, HISPANIC BROADCASTING CORPORATION (www.radiowado.com)

--Omar Alexander & Sense: Interview, Song Play, Live Acoustic Show, March 2002, September 2002, December 2002, February 2003



MUN2 (TELEMUNDO/NBC) 'The Roof' & 'Ritmo y Sabor'

--Coverage of performance during Fashion Week mixer of entertainment, fashion, media and marketing companies; AOL/Time Warner, NBC, Miramax, Arista, New York Times, Maxim, Vibe, Rolling Stone, GQ, Playboy, People Magazine: February, April & July 2003 www.therooftv.com



--Online and print reviews with pictures, February 7, 2003
www.masruido.com/music01.shtml



MUZIK MAGAZINE, LONDON

--4-star review of track by Omar Alexander & Joeski, "Be There For Me", March 2002



INTERNATIONAL DJ MAGAZINE --Review of the track, "Be There For Me", August 2002



IndiaAbroad
A MEDIA COMPANY

INDIA IN NEW YORK (Sister Publication of India Abroad), --Full page coverage, July 2002 & January 2003



Prior coverage by: SUN-SENTINEL, Ft. Lauderdale, Florida; **PALM BEACH POST** (November 1997), Florida; **EL UNIVERSO**; **GUAYAQUIL CALIENTE & A TODO DAR**, Entertainment Television, Guayaquil, Ecuador
Sun-Sentinel **EL UNIVERSO**

PAST TOURS/PERFORMANCES

◆ US-based performances at venues and festivals which include:



NEW YORK CITY Pianos NYC, Show Nightclub, Supper Club, Izzy Bar, 20/20, Arlene’s Grocery, Serena, Le Bar Bat, Club B52, Rasputin, C-Note, Green Room Jazz Café, Metronome, Zipper Theater, Club New York, Club NV, Iguana.

Global Entertainment Media Summit 2003 & 2004 Showcase; D.U.M.B.O. Arts Festival 2003 Showcase
AIA “Festival of Lights” at South Street Seaport (October 2002, 3,000 people) - sponsored by HSBC, Computer Associates, Western Union, New York Life, Glaxo, Metlife, Habib American Bank, Primus, Air India, Green Point Bank.

SOUTH FLORIDA Oxygen Lounge-Coconut Grove, Macarena, Alligator Alley, Sax on the Beach, Clematis By Night (West Palm Beach, 8,000 people), Marlin Hotel- South Beach, Tobacco Road (Miami), Crash Club, Spanky’s, Indigo Room (Fort Myers), South Beach Pub



TOBACCO ROAD

UPCOMING NEWS/EVENTS

- ◆ Fall 2004: Launch of website (version 2.0) & Record album release (Spanish).
- ◆ Fall 2004: Nationwide and overseas festival/club tours in Russia, Aruba, South Africa and India scheduled.

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