

FOR IMMEDIATE RELEASE

Roja Records announces the debut release by dj Shambala titled THE NEXT BEST THING on Beatport August 31, 2010

dj Shambala and Ashley Albritton – The Next Best Thing EP available exclusively on Beatport.com starting August 31, 2010

August 31, 2010 – Tampa, FL: Roja Records is proud to announce the debut release, The Next Best Thing EP, from the Tampa Bay Area's own dj Shambala. Partnering with producer Ashley Albritton, they have created a track that embodies the influences of Tech House, Minimal, Tribal and Shambala's own Latin rhythms from Colombia. Together this dynamic duo found their creative spark in an effort to create new sounds, producing a track with multiple layers of funk that is as equally pleasing to the ears as it is to the body and soul.

The Next Best Thing EP includes:

1. The Next Best Thing (Original Mix)
2. The Next Best Thing (Synth Dub Mix)
3. The Next Best Thing (Percussion Club Mix)

More about the artists:

Andrew Concha aka Shambala's passion for music began in his home country of Colombia. Growing up in both South and North America, his unique and rich hybrid of backgrounds and influences are reflected in both his music and his uncanny talent to get people moving on the dance floor.

A multifaceted artist, Shambala has been a host, sound engineer, promoter and featured DJ for many music festival and events, including Warehouse Party residencies in San Francisco, Oakland & Berkley; countless Earthdance festivals around the US; and numerous Winter Music Conferences in Miami Beach, Florida.

The Miami and Tampa areas have been a recent favorite of DJ Shambala's gigs, including such venues as Club Space, Hotel Clinton, Laundry Bar & Hotel Raleigh in Miami, as well as Jackson's, AJA Channelside & The Mangroves in Tampa.

Ashley Albritton is a musician, producer and dj from Tampa, FL. He has been producing electronic dance music for ten years and djing for nearly as long. His sound deftly blends rhythmic complexity with analog melodic lines and driving bass, while always focusing the dance floor. His dj sets blur the line between deep house and tech house with utmost attention paid to the groove and how it affects the crowd.

The Next Best Thing EP by dj Shambala and Ashley Albritton is available exclusively on Beatport.com beginning August 31, 2010 and all other global retailers including iTunes, Juno, Track it Down, Rhapsody and more beginning September 15, 2010.

Learn more about these artists by visiting www.RojaRecords.com.

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