



MULTI-PLATINUM SELLING PRODUCER AND GLOBALLY ACCLAIMED ARTIST LABRINTH ANNOUNCES U.S. RELEASE OF "BENEATH YOUR BEAUTIFUL" EP ON AUGUST 27TH

'BENEATH YOUR BEAUTIFUL' CLIMBS BILLBOARD CHART AND HITS #6 ON ITUNES FOLLOWING LABRINTH & EMELI SANDÉ PERFORMANCE ON AMERICA'S GOT TALENT

LABRINTH CHOSEN AS ELVIS DURAN'S ARTIST OF THE MONTH

(Los Angeles - CA) – July 29, 2013 SYCO/RCA RECORDS Multi-platinum selling London-born singer, songwriter and producer Labrinth announced he will release "Beneath Your Beautiful," an EP which will include six tracks "Beneath Your Beautiful" feat. Emeli Sandé, "Express Yourself," "Let The Sun Shine," "Treatment," "Earthquake," and "Vultures" on August 27.

Labrinth, who has his own label imprint 'OddChild' with Simon Cowell's Syco Music and is signed with Syco/RCA stateside, recently made his US television debut by performing his worldwide smash single "Beneath Your Beautiful" with Emeli Sandé during "America's Got Talent" results show on July 24. The song climbed immediately to #6 on US iTunes chart and is currently climbing the Top 30 on Billboard charts. Check out the emotional performance [HERE](#).

"Beneath Your Beautiful" was written by Labrinth, Sandé and Mike Posner. The song hit #1 in the Europe and Australia, Top 10 in twenty countries and has over 53 million VEVO views. Watch the video [HERE](#). In addition, "Beneath Your Beautiful" sold over 2 million tracks worldwide to date and was nominated for "Single Of The Year" at the 2013 Brit Awards. The track is currently available at all music digital retail providers.

Labrinth has already made a name for himself in the UK with a string of Top 5 singles from his debut album "Electronic Earth," as well as for his work writing and producing tracks for such artists as Rihanna, Usher, Posner, and Tinie Tempah. "Electronic Earth" debuted at No. 2 in the UK album charts and has sold more than 300,000 copies worldwide and more than 3.5 million tracks worldwide to date. Now Labrinth is poised to make an assault on the U.S. charts.

In June 2010, music mogul Simon Cowell approached Labrinth about signing with his label Syco and he became the first artist Cowell had signed in six years who was not discovered through a talent show. Labrinth has since become one of the most critically acclaimed artists/ songwriters/ producers in the world. On his signing to Syco Labrinth recalls "Simon heard me singing on some of my demos and asked whose voice it was, When I told him it was me, he said, 'That's crazy, you're an artist,' and made me an offer. He gave me full creative control, which no other label would do at the time. I was like, 'This is what I need in my life. This is going to give me the opportunity to grow.'"

Labrinth's own sound is hard to pin down, ranging from speaker-blowing dubstep, to ominous electro rock, to orchestral funk, to the soulful piano balladry that characterizes his UK No. 1 single (and Stateside debut) "Beneath Your Beautiful."

Labrinth says 'Beneath Your Beautiful' was inspired by his experience becoming a solo artist. He said "A lot of people in the public eye appear to have perfect lives," he says. "You see their Instagram and they always look perfect, they seem to have it all. For me, coming up as an artist happened very fast and it was very scary. I thought, 'How can I keep myself honest in this business?' I wanted to write a song that said, 'Let me see beneath what looks amazing on the

surface and see the real stuff.' I'm sure a lot of people wanted to see the real me, instead of me acting like a pop star who thinks he's better than everybody. I think it's a great introduction to who I am. Because I'm saying, 'Let's not front. I want to be honest with you, and hopefully you'll be honest with me, and we can create something special from there.'"

<http://www.labrinthofficial.com/us/splash>

<https://www.facebook.com/LabrinthTV>

<https://twitter.com/Labrinthda1st>

SYCO ENTERTAINMENT

Syco Entertainment is a joint venture between Simon Cowell and Sony Music and is one of the world's leading global music, film and television production companies responsible for some of the world's most successful global TV and music franchises.

Syco Entertainment is also the world's most successful producer of international talent with Syco Music being the record label home for such diverse international recording artists as Labrinth, One Direction, Leona Lewis, Susan Boyle, Little Mix, IL Divo, Jonathan and Charlotte, Tate Stevens, Emblem3, Fifth Harmony, James Arthur, and Ella Henderson. Syco's television assets include the global franchises The X Factor and Got Talent. The X Factor was created by Syco Television and is produced by Syco Television and FremantleMedia. Local versions of The X Factor are produced in more than 42 territories and the US version of The X Factor airs in over 205 countries. In 2012 Got Talent became the world's biggest selling TV format and is now commissioned in 56 countries as a local format, with America's Got Talent airing in 193 countries. In 2013 Syco continues to capitalize on the ongoing success of its established global hit TV formats and a number of new projects including two films - One Direction's 3D movie with Sony Pictures called 'This Is Us' and 'One Chance', a film based on the success story of Britain's Got Talent's first winner, Paul Potts, in association with the Weinstein Company.

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