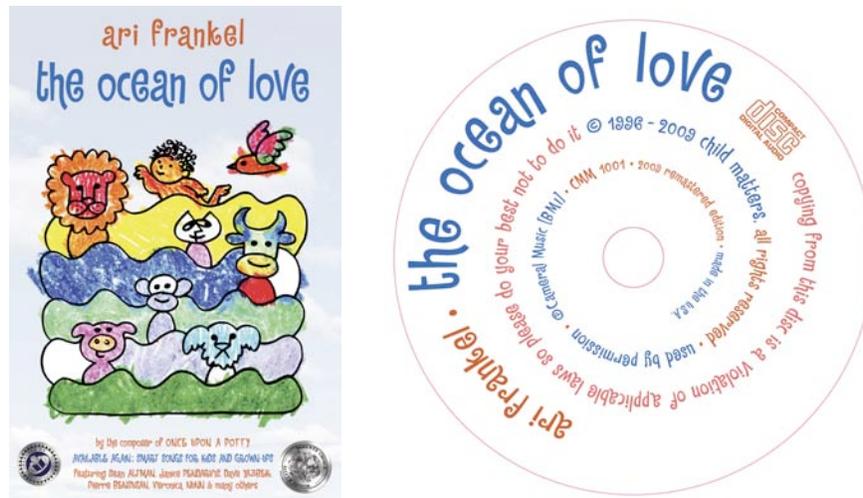


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**“THE OCEAN OF LOVE” FLOWS AGAIN: AWARD-WINNING TUNESTER
ARI FRANKEL REVIVES A WONDERFUL MUSIC PROJECT FOR ALL AGES**



promo card front and CD label design

NEW YORK – May 13, 2009 – Children’s music has never sounded so good! Set for release June 1, “the ocean of love” songs won’t drive parents crazy as their kids repeatedly ask for the jazzy “sandbox sunday”, the Beatlesque “change me” and the Beach Boys inspired “drivin’ u.s.a.” And, this is not just because composer and producer Ari Frankel has invited well-established friends such as Janice Pendarvis (Sting, Rolling Stones, Philip Glass, Laurie Anderson), Sean Altman (Rockapella, “Where In The World Is Carmen Sandiego?”), Dave Yazbek (Broadway’s “The Full Monty” and “Dirty Rotten Scoundrels”), Veronica Nunn (Michael Franks), and DADGAD guitar icon Pierre Bensusan to contribute.

Through his work on the classic “Once Upon a Potty” (Parent’s Choice Gold Medal), the MTV/Nickelodeon “Eureka’s Castle” (A.C.E. award and International Film & TV Festival of New York medal), R.L. Stine’s “Ghosts of Fear Street” audio book series, and numerous other family projects, Ari seems to have found the perfect balance between catchy melodies, memorable lyrics and top-notch musical production. Originals such as the “hug you” samba and “the snow song” ballad come through as adult songs with kid-related lyrics: a triumph for all ages!



ari swimming an ocean of love

The son of renowned children’s book author and illustrator Alona Frankel (the “Joshua & Prudence” series, “Once Upon a Potty”), Ari is an eclectic, cross-genre artist. While classically training in music in the ‘80’s at an academy of music, he played synthesizers in a New Wave band; while scoring commercials and documentary films at New York’s renowned Ciani/Music in the ‘90’s he composed for *The Actors Studio*, *The Atlantic Theatre* and downtown dance troupes. Recent years have found him creating modern tonal opera, acoustic song cycles, and up next – an all-original jazz lullaby project!

When “the ocean of love” was originally released, it quickly won a Parent Council award as “outstanding from a learning perspective” and a prestigious Parents’ Choice Silver Honor “for amazing audio accomplishment”, but was a private printing distributed among friends and growing fans. It is only now that Ari has re-mastered the complete album, designed a new, attractive digipak-style package, and has secured widespread store and online distribution; finally, “the ocean of love” is truly flowing again, and will be available anywhere and everywhere good music is offered.

A Grammy award nominee (with Suzanne Ciani’s “Neverland”), “Audio for New Media” Emerson College teacher and multimedia developer, Ari continues to work in the studio – alone and with talented friends such as actress Fiona Shaw and musicologist/pianist Joshua Rifkin – to bring empowering and inspiring cuts for the whole family.

Discover “the ocean of love” at www.onceuponaparent.com/ocean. Its new, innovative indie label is “child matters media”. Contact us for a free sample and an interview with Ari to explore his unique vision of what it means to be a smart child and an aware parent in today’s overcrowded entertainment landscape.

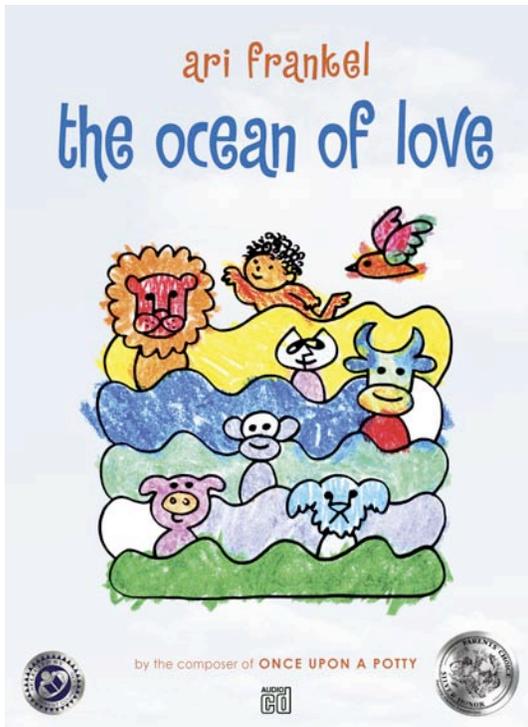
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Selected web links:

child matters media	www.childmattersmedia.com
Ari Frankel	www.arifrankel.com
Sean Altman [voice]	www.seanaltman.com
Jay Anderson [bass]	www.jayandersonbass.com
Pierre Bensusan [guitar]	www.pierrebensusan.com
Veronica Nunn [voice]	www.veronicanunn.com
Janice Pendarvis [voice]	www.myspace.com/janicendarvis
Dave Yazbek [voice]	www.davidyazbek.com

Album song title/duration:

01	the ocean of love	4:00
02	what do you think, that it's easy to be a kid?	3:26
03	i say, you say	1:52
04	wipe my nose	3:11
05	drivin' u.s.a.	3:04
06	hug you	4:56
07	sandbox sunday	3:49
08	brush it	3:26
09	change me!	2:44
10	good grief	2:48
11	the snow song	3:57
12	bedtime story	3:11



front and back digipak design



inside digiPak design

Electronic Press Kit available online at www.sonicbids.com/arifrankel

For more information and samples, please contact Carolyn McClair PR dir. tel. 917.686.0854, email CarolynMcClairPR@aol.com