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KIN PRODUCTIONS
Present
LIVIN' OUT LOUD
With their third UK single
ALL THAT REALLY MATTERS

Artist: **LIVIN' OUT LOUD**
Title: **ALL THAT REALLY MATTERS**
Cat #: LIVIN-6
Genre: RnB, Soul
Distribution: Futureproof Records

CD Track listing:

1. 5AM Remix Single (Radio Edit)
2. Ray Paxon & Groove Professor (House Remix)
3. MJ Cole (Remix)
4. Karl 'Tuff Enuff' Brown (DIY Garage Remix)

Current chart positions:

- Street Soul chart: No 2
- Hip List chart: No 8

West Coast RnB act **Livin Out Loud** come with the third UK single *All That Really Matters* from their album *What About Us?*

The track's radio edit features 'Hit Maker' remix team **5AM**, who have recently enjoyed top 5 chart success with their mix of the **Lemar** single '*Not That Easy*'. Other artists they have worked with include **Usher, Kelly Roland, Mario, Donell Jones** and the upcoming **Christine Aguilera** single.

For the clubs there are remixes to come from **M J Cole, Karl Tuff Enuff Brown, Ray Paxon & Groove Professor** plus **GE (Gary Esson)**.

Early radio support includes **Choice FM** (Jenny Francis, Calvin Francis, Steve Wren), **Galaxy FM** (Wayne MacDonald, Steve Sutherland), **Kiss FM** (Swerve), **Solar Radio** (Bigger, JD) and **BBC 1Xtra** (Ronnie Herel, DJ B & G Child).

The track is a smooth and sultry percussive groove that features possibly the best vocal performance yet from **Livin' Out Loud** front man **Reuben MacCalla**.

Its lyric in particular, is a personal statement for Reuben as it reflects his feelings for a woman he fell in love with.

"She got inside my heart, mind and soul. Once that happened I could never let her go. The

mood of the song is a reflection of how she makes me feel. It's not always peaches and cream, but I would not have it any other way. She challenges me and always makes me want to be a better person."



Excellent reviews for the album have appeared in **Touch, Blues & Soul** and **RWD Magazine** with the **5AM remix** of *All That Really Matters* showing early appearances in the **Street Soul Chart** at **No 2** and the **Hip List** at **No 8**.

Below is a selection of quotes from recent UK Media album reviews.

"The beauty of the album is its variation"
Touch Magazine ★★★

"What we have is a kind of hybrid album that could appear right across the black music spectrum"
Blues & Soul Magazine ★★★★★

"All in all a very consistent debut effort"
RWD Magazine ★★★

For more info:

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