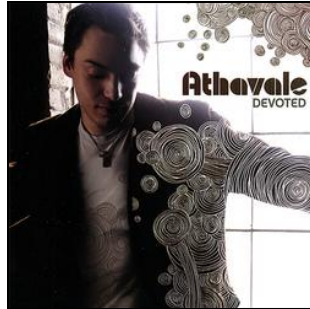




- For Immediate Release -

ATHAVALE GOES FOR MAXIMUM DISTRIBUTION!

...an auspicious debut that positions its creator as a force to be reckoned with...



Monday, June 23, 2008 (Vancouver, B.C.) – **Maximum Music** together with **EMI Music Canada** is proud to announce the release of "**Devoted**" the stunning full length debut by **Erik Athavale**.

Pronounced "**Ah-Tuv-Lay**" – Erik Athavale spent much of the last seven years writing songs he imagined no one would hear. When he began performing his original material in the fall of 2004, he quickly developed a loyal following in his hometown of Winnipeg, Manitoba.

On the strength of the highly-personal tune, "Bounce," Athavale took home the top prize in local Winnipeg radio station Groove FM's "Project Groove" in 2006. It was that honour that afforded him the opportunity to record *Devoted* and after enlisting some of the industry's top players including Marc Arnould (keys), Joey Landreth (guitar), Kevin Torgalson & Paul Yee (bass) and Chris Sutherland (drums & percussion) Athavale emerged from the studio with a debut that is a irresistible collection of pop, soul and rock gaining this exciting new artist immediate accolades and direct comparisons to such luminaries as **Jamiroquai's** Jay Kay, **Maroon 5's** Adam Levine, **Sade**, and **Shuggie Otis**.

Available in-stores across Canada **September 9, 2008** via Maximum Music Group and EMI Music, **Devoted** will also be available for digital download at maximummusicgroup.com and all other major e-tailers worldwide.

The Critics Speak about Athavale:

Neo-soul singer Erik Athavale funded his new disc with cash he picked up in 99.1 FM's Project COOL contest last year. That's money well spent. Awash in funky electric piano doodles, sexy slow jams, and even cameos from former Much VJ Bradford How, Devoted is an auspicious debut that positions its creator as a force to be reckoned with. Opener Beautiful is a highlight, with Athavale (whose crooning recalls Jacko and Jamiroquai) picking up steam while a warm keyboard and drum bed slowly build behind him. Elsewhere, he finds room for bluesy guitar solos, flirty falsettos, and jazzy funk jams. Given the promise on display, it's hard not to be reminded of Remy Shand, the last blue-eyed-soul sensation to stir up interest. But seeing how Shand's disappearing act has now gone into extra innings, we'll happily bliss out to Athavale's cultured grooves.

David Schmeichel – Winnipeg Sun

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About Maximum Music Group Inc:

The newly minted Maximum Music Group Inc is an award winning label and management company based in Vancouver, Canada and this young company has gone on to become an industry leader of discovering new and innovative ways to connect, promote and deliver artists and their music to the world; recently exemplified by the launch of the highly successful online music website www.mymaxcast.com - a music community and content aggregator providing valuable marketing resources and support for artists from around the world.

Maximum's artists and projects are distributed by EMI Music Canada and have been recognized with:

6 Juno Awards
9 National Jazz Awards
6 Western Canadian Music Awards
5 Canadian "Indie" Music Awards

Web Links:

Label Site :: Maximum Music Group :: <http://www.maximummusicgroup.com>

Artist Site :: Athavale :: <http://www.athavaleonline.com>

EMI Music :: <http://www.shopemi.com>

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