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SIR RICHARD SUPPORTS ELVIS WHITE

**SIR RICHARD BRANSON FOUNDER OF VIRGIN
EMPIRE ENDORSES NEW CARIBBEAN BAND ELVIS
WHITE!**

**SIR RICHARD MAKES A CAMEO APPEARANCE IN
ELVIS WHITE'S VIDEO FOR SEXY WAIST!**

Atlanta, GA. June 12, 2006 – At their 2005 annual awards fete, MTV highlighted where the next big shift in music is headed by showcasing performances by the “white hot” Rihanna, from Barbados and Puerto Rico’s Reggaton king, Daddy Yankee. Sir Richard Branson has the inside scoop on the next big act from the Caribbean...**ELVIS WHITE**.

With production by Salaam Remi (Kevin Lyttle, Rupee, The Fugees, Nas); and Cory Rooney (Jennifer Lopez, Marc Anthony, Jessica Simpson), **ELVIS WHITE**, one of the hottest new groups to emerge from the Caribbean, is poised to take the industry by storm.

“As the creator and founder of Virgin Records, I am honored to write on behalf of the band, **ELVIS WHITE**. For many years, they have been delighting guests at my private resort in the BVI, Necker Island. Elvis and the band truly know how to electrify a crowd, as they proved while performing for my Virgin Companies in London. Although Soca music is new to the industry, I believe **ELVIS WHITE** has what it takes to succeed, and will make a name for themselves in the industry...The world is about to experience one of the true musical gems of the Caribbean...”

Sir Richard Branson.

Sir Richard makes a cameo appearance in ELVIS WHITE’s debut music video, **Sexy Waist**, shot on location during the 2006 Carnival on the beautiful Island of Trinidad.

Photo Caption

Sir Richard Branson pictured with Elvis, lead singer of **ELVIS WHITE**, at Sir Richard’s private Resort, Necker Island, in the beautiful British Virgin Islands.

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