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Online Marketing Report

Section 1: New Media
Section 2: Digital Retail
Section 3: Online Lifestyle

Each section sorted alphabetically by company name.

Mochipet

Microphonepet
(Daly City Records)



Section 1: New Media

a) Active

Artist Direct Report Status Active

www.artistdirect.com

Notes: Featured 3 MP3s, all on the front page. 2 of the "Hot Songs" in the Electronic section! Screen shots attached to reports

Link: http://www.artistdirect.com/nad/music/artist/card/0..2750173.00.html

Better Propaganda Report Status Active

www.betterpropaganda.com

Notes: Featured 3 MP3s on front page.

Link: http://betterpropaganda.com/artist\_page.aspx?id=799

Comfort Comes Report Status Active

www.comfortcomes.com

Notes: Posted Album Review.

Link: http://comfortcomes.com/?page=reviews&id=2212

Consequence of Sound Report Status Active

http://consequenceofsound.com/

Notes: Posted MP3. Posted news story, announced tour.

Link: http://consequenceofsound.com/2008/02/29/mp3-remix-friday-mixtape-iv/

http://consequenceofsound.net/2008/04/03/mochipet-preps-tour-releases-remix/



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### Cosmos Gaming

Report Status **Active**

[www.cosmosgaming.com/](http://www.cosmosgaming.com/)

**Notes:** Posted Album Review.

**Link:** <http://www.cosmosgaming.com/articles.php?id=1211&articletype=review>

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### Fat Planet

Report Status **Active**

<http://www.fatplanet.com.au/blog/>

**Notes:** Received Press Release.

**Link:** <http://www.fatplanet.com.au/blog/2008/02/27/girls-love-his-breakcore-taiwans-mochipet-drops-microphonepet/>

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### GBH.tv

Report Status **Active**

[www.gbh.tv](http://www.gbh.tv)

**Notes:** "I LOVE the Claude vonStroke and Mochipet blend/edit/remix/whatever. I've been bumping it on East Village Radio/GBH Radio for about two weeks now. Posted Heavy Metal Tour Mix!

**Link:** <http://www.gbh.tv/mp3/mainpage2.html>

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### Get Weird Turn Pro

Report Status **Active**

[getweird.wordpress.com/](http://getweird.wordpress.com/)

**Notes:** Posted News Story Announcing Album. Posted MP3.

**Link:** <http://getweird.wordpress.com/2008/02/27/microphone-mochi/>, <http://getweird.wordpress.com/2008/04/02/feelgood-remix/>

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### Hellthy

Report Status **Active**

<http://www.bigcontact.com/hellthy>

**Notes:** Posted MP3.

**Link:** <http://www.bigcontact.com/hellthy/hope-again-feat-mykah9-and-taiwankid>

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### Herohill

Report Status **Active**

[www.herohill.com](http://www.herohill.com)

**Notes:** Album Review.

**Link:** <http://www.herohill.com/2008/04/quick-hitters-mochipet-microphonepet.htm>

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### Lost At Sea

Report Status **Active**

[www.lostatsea.net](http://www.lostatsea.net)

**Notes:** Posted MP3. Posted Album Review.

**Link:** <http://www.lostatsea.net/review.phtml?id=50053281147e8c9958547f>

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**Modyfier****Report Status Active**

<http://modyfier-modifying.blogspot.com/>

**Notes:** Posted Tour Mix.

**Link:** [http://modyfier-modifying.blogspot.com/2008/03/blog-post\\_13.html](http://modyfier-modifying.blogspot.com/2008/03/blog-post_13.html)

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**NeuFutur****Report Status Active**

<http://www.neufutur.com>

**Notes:** Posted News Stories.

**Link:** <http://neufutur.com/?p=2296>

<http://neufutur.com/?p=2037>

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**Palms Out****Report Status Active**

<http://palmsout.blogspot.com/>

**Notes:** Posted MP3.

**Link:** <http://palmsout.blogspot.com/2008/04/remix-sunday-108.html>

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**Pitchfork Media****Report Status Active**

<http://www.pitchforkmedia.com>

**Notes:** Sent Physical CD. Included in Upcoming Spring Releases Article

**Link:** <http://www.pitchforkmedia.com/article/news/49516-the-pitchfork-guide-to-upcoming-releases-spring-2008>

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**Plug One Mag****Report Status Active**

[www.plugonemag.com](http://www.plugonemag.com)

**Notes:** Posted News Story.

**Link:** <http://www.plugonemag.com/news/coming-soon/mochipet-assembles-microphonepet.html>

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**Prefix Media****Report Status Active**

[www.prefixmag.com](http://www.prefixmag.com)

**Notes:** Sent Physical CD. Posted review

**Link:** <http://www.prefixmag.com/reviews/mochipet/microphone-pet/17887/>

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**Resident Advisor****Report Status Active**

<http://www.residentadvisor.net>

**Notes:** Event announcement.

**Link:** <http://www.residentadvisor.net/event-detail.aspx?id=48582>

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### Scene Point Blank

Report Status **Active**

[www.scenepointblank.com](http://www.scenepointblank.com)

**Notes:** Posted News Story

**Link:** <http://www.scenepointblank.com/news/4940>

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### Spinner

Report Status **Active**

[www.spinner.com](http://www.spinner.com)

**Notes:** Sent Physical CD. Posted MP3 of the Day! Pitched RPM Feature. "We are down. Please send two copies to our LA address"

**Link:** <http://www.spinner.com/2008/02/19/mochipet-get-your-whistle-wet-featuring-the-hustle-heads-fre/>

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### The Music Slut

Report Status **Active**

<http://musicslut.blogspot.com/>

**Notes:** MP3 post

**Link:** <http://musicslut.blogspot.com/2008/04/world-of-b-sides-rarities-606.html>

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### Urb

Report Status **Active**

[urb.com](http://urb.com)

**Notes:** Sent Physical CD. "Sure, I'll get it assigned"Posted Album Review.

**Link:** <http://www.urb.com/reviews/cd/feature.php?ReviewId=587>

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### Xlr8r

Report Status **Active**

[xlr8r.com](http://xlr8r.com)

**Notes:** Sent Physical CD. Named in Weekly Top 10!

**Link:** <http://www.xlr8r.com/news/2008/02/top-10-dizzee-rascal-matthew-dea>

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### XLR8R

Report Status **Active**

[www.xlr8r.com](http://www.xlr8r.com)

**Notes:** Posted 'Hope Again' and 'Hope Again' edIT remix' MP3. Posted Jamie Lidell Remix.

**Link:** <http://www.xlr8r.com/mp3/2008/03/hope-again-feat-mykah9-and-taiwa>

<http://www.xlr8r.com/mp3/2008/03/hope-again-edit-remix> , <http://www.xlr8r.com/mp3/2008/04/little-bit-feel-good-mochipet-re>

# Mochipet

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## **Section 1: New Media**

### ***b) Pending***

<b>24 Hours</b>	Report Status	<b>Pending</b>
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<http://2-4-hours.blogspot.com/>

Notes: Pitched Mochi Mix

<b>75 or Less</b>	Report Status	<b>Pending</b>
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<http://www.75orless.com/>

Notes:

<b>Allez-Allez</b>	Report Status	<b>Pending</b>
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<http://www.allez-allez.co.uk/>

Notes: Pitched Mochi Mix

<b>Analog Giant</b>	Report Status	<b>Pending</b>
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<http://analoggiant.blogspot.com/>

Notes: Haven't checked it yet

<b>Badical Beats</b>	Report Status	<b>Pending</b>
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[www.badicalbeats.com](http://www.badicalbeats.com)

Notes:

<b>Big Stereo</b>	Report Status	<b>Pending</b>
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<http://this.bigstereo.net/>

Notes: Would be interested in running a remix contest down the road

<b>Can You See the Sunset from</b>	Report Status	<b>Pending</b>
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<http://www.canyouseethesunset.com/>

Notes:



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**Chicagoist**

Report Status **Pending**

[chicagoist.com](http://chicagoist.com)

Notes:

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**CMJ New Music Monthly**

Report Status **Pending**

[www.cmj.com](http://www.cmj.com)

Notes: Sent Physical CD. Pitched for free-load

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**Creative Loafing**

Report Status **Pending**

[CreativeLoafing.com](http://CreativeLoafing.com)

Notes:

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**Crown Dozen**

Report Status **Pending**

<http://crowndozen.com/main/index.shtml>

Notes:

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**Current TV**

Report Status **Pending**

[Current.com](http://Current.com)

Notes:

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**Drowned In Sound**

Report Status **Pending**

[www.drownedinsound.com](http://www.drownedinsound.com)

Notes: Out for possible review. Writer will get back to us

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**Dusted**

Report Status **Pending**

[dustedmagazine.com](http://dustedmagazine.com)

Notes: Sent Physical CD. Still considering.

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**Ear Fuzz**

Report Status **Pending**

[earfuzz.com](http://earfuzz.com)

Notes:

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<b>Filter/HM/Flaunt</b>	Report Status	<b>Pending</b>
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Notes:

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<b>I Heart Comix</b>	Report Status	<b>Pending</b>
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<http://www.iheartcomix.com>

Notes: Sent Physical CD. Got the cd.

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<b>imageyeneration</b>	Report Status	<b>Pending</b>
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<http://www.imageyeneration.com/>

Notes:

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<b>Instrumental Analysis</b>	Report Status	<b>Pending</b>
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<http://instrumentalanalysis.blogspot.com/>

Notes:

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<b>LA Times</b>	Report Status	<b>Pending</b>
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Notes:

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<b>LA Weekly</b>	Report Status	<b>Pending</b>
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[www.laweekly.com](http://www.laweekly.com)

Notes: Requested CD 2/26.

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<b>last.fm</b>	Report Status	<b>Pending</b>
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[www.last.fm](http://www.last.fm)

Notes:

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<b>lawrence.com</b>	Report Status	<b>Pending</b>
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Notes:



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**Loose Record****Report Status Pending**

<http://www.looserecord.com/>

Notes:

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**Los Anjealous****Report Status Pending**

[www.losanjealous.com](http://www.losanjealous.com)

Notes:

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**LTLMTN****Report Status Pending**

[www.ltlmtn.com](http://www.ltlmtn.com)

Notes:

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**Macktronic****Report Status Pending**

[macktronic.blogspot.com/](http://macktronic.blogspot.com/)

Notes:

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**Music for Robots****Report Status Pending**

<http://music.for-robots.com/>

Notes:

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**Music for Robots****Report Status Pending**

<http://music.for-robots.com/>

Notes:

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**Nialler9****Report Status Pending**

[Nialler9.com](http://Nialler9.com)

Notes:

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**NY Times****Report Status Pending**

[www.nytimes.com](http://www.nytimes.com)

Notes:



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**Pop Matters**

Report Status **Pending**

[www.popmatters.com](http://www.popmatters.com)

Notes:

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**Rap Reviews**

Report Status **Pending**

<http://www.rapreviews.com>

Notes:

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**Readymade Mag**

Report Status **Pending**

[readymademag.com](http://readymademag.com)

Notes:

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**Resonator**

Report Status **Pending**

[Resonatormag.com](http://Resonatormag.com)

Notes:

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**Rhadish**

Report Status **Pending**

[Rhadish.com](http://Rhadish.com)

Notes:

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**Scatalogics**

Report Status **Pending**

[www.scatalogics.com](http://www.scatalogics.com)

Notes:

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**Space City Rock**

Report Status **Pending**

[www.spacecityrock.com](http://www.spacecityrock.com)

Notes:

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**Spanning Time**

Report Status **Pending**

<http://spanningtime.blogspot.com/>

Notes:

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<b>Spin</b>	<b>Report Status</b>	<b>Pending</b>
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[www.spin.com](http://www.spin.com)

**Notes:** Sent Physical CD.

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<b>Spin</b>	<b>Report Status</b>	<b>Pending</b>
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[www.spin.com](http://www.spin.com)

**Notes:** Sent Physical CD. Yeah, the disc looks interesting -- I put it aside for further review.

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<b>Spin</b>	<b>Report Status</b>	<b>Pending</b>
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[www.spin.com](http://www.spin.com)

**Notes:**

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<b>Surviving The Golden Age</b>	<b>Report Status</b>	<b>Pending</b>
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<http://survivingthegoldenage.blogspot.com/>

**Notes:**

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<b>The Broke BBoys</b>	<b>Report Status</b>	<b>Pending</b>
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<http://brokebboys.wordpress.com/>

**Notes:**

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<b>The Stranger</b>	<b>Report Status</b>	<b>Pending</b>
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[www.thestranger.com](http://www.thestranger.com)

**Notes:**

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<b>Tiny Mix Tapes</b>	<b>Report Status</b>	<b>Pending</b>
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[www.tinymixtapes](http://www.tinymixtapes)

**Notes:** Sent Physical CD. Looking at possibly reviewing this for Tiny Mix Tapes or DrownedInSound, i will let you know.

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<b>Tiny Mix Tapes</b>	<b>Report Status</b>	<b>Pending</b>
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**Notes:**



# Mochipet

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**Tiny Mix Tapes/Ion/The Nerve**

Report Status **Pending**

[www.tinymixtapes.com](http://www.tinymixtapes.com)

Notes: Sent Physical CD. "You bet your ass I did. It's great. I'll be reviewing it for TinyMixTapes, for sure."

**Trash Menagerie**

Report Status **Pending**

<http://www.trashmenagerie.com/blog/>

Notes:

**Urb**

Report Status **Pending**

[urb.com](http://urb.com)

Notes:

**urb.com**

Report Status **Pending**

[www.urb.com](http://www.urb.com)

Notes:

**Warner Bros.**

Report Status **Pending**

Notes:

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# Mochipet

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## Section 1: New Media

*c) Passed*

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### All Hip Hop

Report Status **Passed**

[www.allhiphop.com](http://www.allhiphop.com)

Notes: Sent Physical CD. Got it but don't think we'll review

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### Pitchfork Media

Report Status **Passed**

<http://www.pitchforkmedia.com>

Notes: Pitched "Sharp Drest" MP3 to Forkcast. Passed on forkcasr

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# Mochipet

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## Section 2: Digital Retail

### *a) Active*

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**iTunes Music Store**

Report Status **Active**

[itunes.com](http://itunes.com)

**Notes:** Sent Physical CD. Front Page Electronic New Releases Placement on week of release.

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# Mochipet

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## Section 2: Digital Retail

### *b) Pending*

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**Amazon.com**

Report Status **Pending**

[www.amazon.com](http://www.amazon.com)

**Notes:** I will be checking for this

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# Mochipet

***Microphonepet***

*(Daly City Records)*



## **Section 3: Digital Lifestyle**

### ***a) Active***

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**DMX Music Service**

Report Status **Active**

[www.dmxmusic.com](http://www.dmxmusic.com)

**Notes:** Added "Girls and Boys and Toys", "Get Your Whistle Wet", "Ride On", "Do What You Feel" into Nike Town Stores/factory rotation!



# Mochipet

## *Microphonepet*

(Daly City Records)



### Section 3: Digital Lifestyle

#### *b) Pending*

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#### **Amoeba Records**

Report Status **Pending**

[www.amoeba.com](http://www.amoeba.com)

**Notes:** Thinking about a nice write up for Mochi on the Amoeba blog. I will let you know

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#### **Brandracket**

Report Status **Pending**

[www.brandracket.com](http://www.brandracket.com)

**Notes:** Pitched for American Eagle and Gamefly websites

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#### **Urban Outfitters**

Report Status **Pending**

**Notes:** Sent Physical CD.



# Mochipet

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(Daly City Records)



### *a) Active*

Cause=Time

Report Status **Active**

**Notes:** Posted Jamie Lidell Remix

**Link:** <http://julioenriquez.blogspot.com/2008/04/jamie-lidell-remix-heres-little.html>



# Mochipet

***Microphonepet***  
*(Daly City Records)*



***b) Pending***

Report Status **Pending**

**Notes:** Sent Physical CD. Got it but hasn't peeped fully.