

For Immediate Release

May 21, 2007

LT Media Group announces the Worldwide Release of Song for the Soldier by Lance Larson, singer, musician and song writer. The song will be available for free by electronic download to all of the men and women of the US Armed forces (Active Duty, Military Reserves and National Guard) at 4:00 PM at www.SongForTheSoldier.com. General Public release will be made available by electronic download on Thursday May 24, 2007 at 2:00 PM at www.SongForTheSoldier.com.

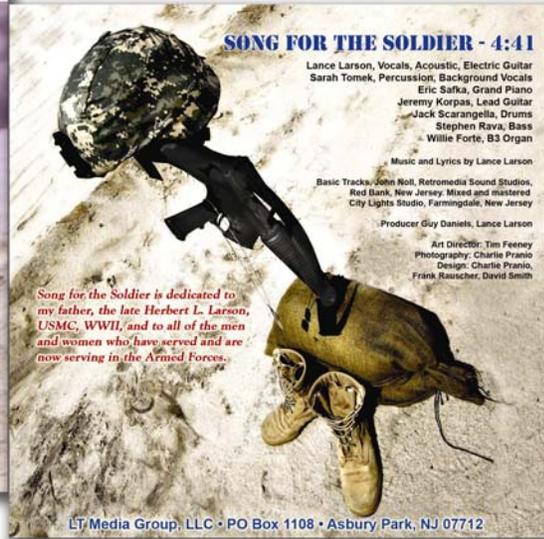
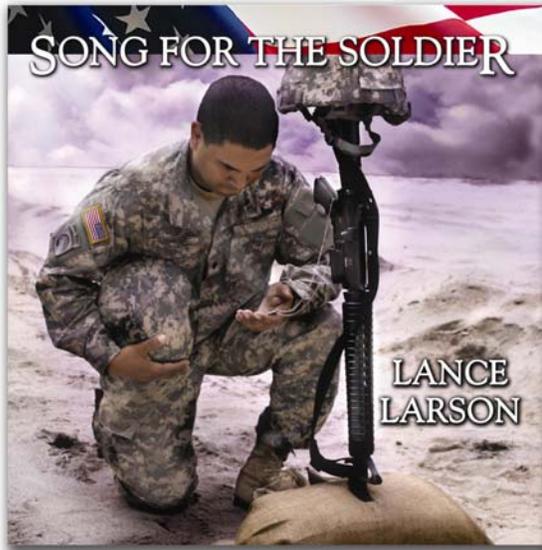
This song is a tribute to all of the men and women who have served and are now serving in the Armed Forces.

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www.SongForTheSoldier.com

SONG FOR THE SOLDIER

Words and Music by Lance Larson

VERSE 1

Here's a song of misfortune, of a soldier's life.
How his honor and wisdom
caused his widow's cries,
and how in the hell could she ever forget
death ain't no popular prize.

VERSE 2

So she asked God for forgiveness
and He gave her some. He
gave protection to her daughters
and baptized her sons.
Now we all wonder and even regret
him dodging those bullets from guns.

CHORUS

So we propose a toast to the brave ones,
to the ones who gave their lives
to their honor and misfortune
to their dying soldier's pride.

CHORUS

So we propose a toast to the brave ones,
to the ones who gave their lives
to their honor and misfortune
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CHORUS FINALE

For they've given their lives.

For they've given their lives.

For they've given their lives.



Zenmaster Photography

LANCE LARSON

Lance Larson has been a driving force in New Jersey's rock and roll scene for the last 30 years. Larson developed his unique sound on the Jersey Shore club circuit alongside Bruce Springsteen, Bill Chinnock and Jon Bon Jovi. He was heavily influenced by the passionate songwriting and music of Warren Zevon, Smokey Robinson and Steve Earle and is equally comfortable in the realms of rock, soul and country. His music, lyrics and voice are all of a piece, reflecting his life and often hard times, gritty and from the heart.

Lance's live shows are local legends, getting crowds to their feet and begging for more wherever he performs, be it New York, the Jersey Shore, Philadelphia or Atlantic City. Lance Larson performed at Florida's Hard Rock Hotel & Casino twice in 2006 once on the same bill with Bruce Springsteen playing to thousands of wildly appreciative fans. He will return again in June 2007.

Lance Larson's current project is "Song for the Soldier" the first single from his upcoming album "Songs for the Soldier". Mixed and mastered at City Lights Studio by Guy Daniel and additional tracking at Retromedia Sound Studio by John Noll, Song for the Soldier is a tribute to the men and women of the U.S. Armed Forces. The song will be available as a free download to the 2.5 million members of the U.S. Military Active Duty, Reserve and National Guard just before Memorial Day 2007. Because of the nature of this song and the significance of the holiday, Song for the Soldier is expected to receive maximum air play.

The album "Songs for the Soldier" is scheduled for release in August of 2007. This CD, recorded, mixed and mastered at City Lights in Farmingdale, New Jersey, is a passionate compilation of music that crosses over classic rock, country, and soul. Special guest appearances on Songs for the Soldiers include Jon Bon Jovi (Bon Jovi, Vocals), Richie Sambora (Bon Jovi, Guitars), David Bryan (Bon Jovi, Keyboards), Tico Torres (Bon Jovi, Drums), Buddy Cage (New Riders of the Purple Sage, Steel Pedal Guitar), Jack Scarangella (Blood Sweat & Tears, Drums), Jimmy Leahy (John Waite, Guitar), Ryan Cavanaugh (Bill Evans, Banjo) Gary Tallant (E Street Band, Bass), members of the Asbury Jukes, Days Awake, Mt. Pisgah Baptist Choir and other extraordinary musicians from across the country.

Lance Larson is currently touring with Days Awake, ranked New Jersey's Best Rock Band and Live Band two years running (2005-2006). This band consists of five incredibly talented musicians whose high-energy and versatility not only complement Lance Larson's sound but generate extraordinary performances and memorable live shows.