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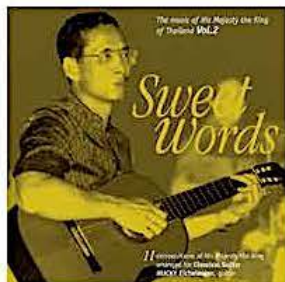
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March 30, 2007

Classical Guitar CD: Sweet Words - Music of His Majesty the King of Thailand

Press release

Source: Asia Music International Ltd. (AMI)



Sweet Words

AMI Records is proud to announce the release of *Sweet Words*, the second Royal CD & Musical Score Book project to feature world-renowned guitar maestro Hucky Eichmann playing the magical melodies of His Majesty the King's Royal compositions.

The project is exclusively sponsored by Bayer Thai Co., Ltd & General Motors Thailand and Chevrolet.

Sweet Words follows the phenomenal success of the best-selling tribute to HM the

King's musical compositions, *Candlelight Blues* (AMI, Thailand), which was released in 1999. "It is remarkable that today the only monarch in the world writing and performing music is His Majesty King Bhumiphol Adulyadej of Thailand. This is something very significant and something we should all be very proud of," explained Hucky. "Following my previous album *Candlelight Blues*, many people asked me to do another album with HM's beautiful music as they feel that it fits so well with the sound of the classical guitar."

But it was ultimately the encouragement of HRH Princess Maha Chakri Sirindhorn, a great patron of the arts, that persuaded Hucky to leave his recording hiatus and return to the studio.

Sweet Words was recorded in the ancient Saint Cyriak monastery, deep in the heart of Germany's fabled Black Forest, in Hucky's home town of Sulzburg. Hucky explained that he chose the church for its outstanding acoustical qualities, which enabled multi award-winning sound engineer Andreas Spreer of the audiophile label TACET to record the album at optimum sound levels.

After choosing 13 of His Majesty's songs for his previous Royal album *Candlelight Blues*, Hucky said that the new selection of eleven songs had to be suitable for an acoustic guitar and he worked with the team of arrangers – two Thais and two foreigners – to match the sweet mood of His Majesty's songs with the sweet character of the guitar. Of the arrangers Hucky said, "We have a nice mixture of two Thais and two foreigners. Sophon Juntaramittree and Kate Arun Lertpattana on the Thai side and Richard Harvey ("Suriyothai" & "Naresuan" soundtrack composer) and Bernard Sumner (BBC) on the international side."

The great variety of songs and arrangements on *Sweet Words* offered Hucky the chance to step out into new musical territory. "First of all I think the album is a wonderful selection of His Majesty's music," he said. "Then, the different background of the arrangers, their versatility and excellent arrangements gave me an opportunity to not only try my best on the classical guitar but also to leave the classical genre and venture into some

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