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**Audition Registration Opens for *The Next Pop Star*:
Winner will receive \$100,000 recording contract**

MIAMI BEACH, FL (August 7, 2007) - *The Next Pop Star*, a new televised reality vocal competition, announced today that it has opened contestant registration for its auditions. Singers between the ages of 13 and 25 can register online at www.BeTheNextPopStar.com for the opportunity of a lifetime, a chance at a professional recording contract.

The show, to be televised in January 2008, was inspired by such shows as *American Idol* and *The Apprentice*. The program will showcase South Florida's most gifted young people and challenge their dedication to "make it big." The first 5 rounds of the competition will match five hopeful contestants against each other in a series of "showcase" performances, with the top two from each moving onto the semi finals. The remaining ten contestants will leave the comfort of the studio behind and hit the road for ten days of performances and challenges that test their abilities and prove that they have what it takes to succeed in the competitive music industry. The remaining two contestants will then battle it out in front of a live audience for the title of "The Next Pop Star" and the \$100,000 recording contract with Pop Starz Records.

Experts from various segments of the entertainment industry, including celebrity judges, will critique the contestants' performances. The contestants must also complete unique challenges to test their ability to self-promote and guarantee they have what it takes to make it in "the business." *The Next Pop Star* auditions will take place in Miami on September 15, West Palm Beach on September 23, and Ft. Lauderdale on September 29. Audition venues and celebrity judges will be announced at a later date. For more information on how to audition for the show, visit www.bethenextpopstar.com or email questions to info@bethenextpopstar.com.

The Next Pop Star is produced by Pop Starz Productions, Inc., a collaboration between Pop Starz Records and Evolution Entertainment www.evo-ent.com.

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