



FOR IMMEDIATE RELEASE

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REVOLUTIONIZING FILM SOUNDTRACKS: HITLAB.COM TO UNVEIL GROUNDBREAKING A.I.-SELECTED SCORE FOR "WHERE IS FRANKIE CHEESE?"

Montreal, QC - In a groundbreaking development that is set to reshape the landscape of filmmaking, Hitlab.com (<http://www.hitlab.com>) is excited to announce the imminent introduction of an A.I.-curated soundtrack for the theatrical release of "[Where is Frankie Cheese?](#)"

Recently acknowledged by Forbes Magazine as the "*Future of Digital Music*," Hitlab's innovative technology evaluates and rates musical submissions from emerging artists worldwide, enriching the creative process with a diverse array of music for consideration.

Selected artists will receive exclusive master recording contracts, either with Hitlab Music Group, distributed by Universal Music, or with Hitlab Records, distributed through ADA/Warner Music. This opportunity offers them an immediate and substantial presence in the ever-evolving global music scene.

President and CEO Michel Zgarka stated, "*The integration of our patented AI engine into the soundtrack selection process underscores our commitment to nurturing emerging talent and delivering unparalleled experiences for film enthusiasts. Furthermore, we have exciting plans for soundtracks in upcoming streaming series, podcasts, and even an off-Broadway musical production.*"

The storyline of "Where is Frankie Cheese?" adds a unique layer to this development, described as follows: "*Due to a series of misunderstandings, the FBI launches the largest manhunt in U.S. history targeting a former mobster's pet dog.*" Penned by Screenwriter Martin P. Waterman, the movie is a satirical comedy centered on Hollywood's Mafia movies. Approximately 18 compositions in various categories will be selected from the thousands of submissions.

For press inquiries, please contact:

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