

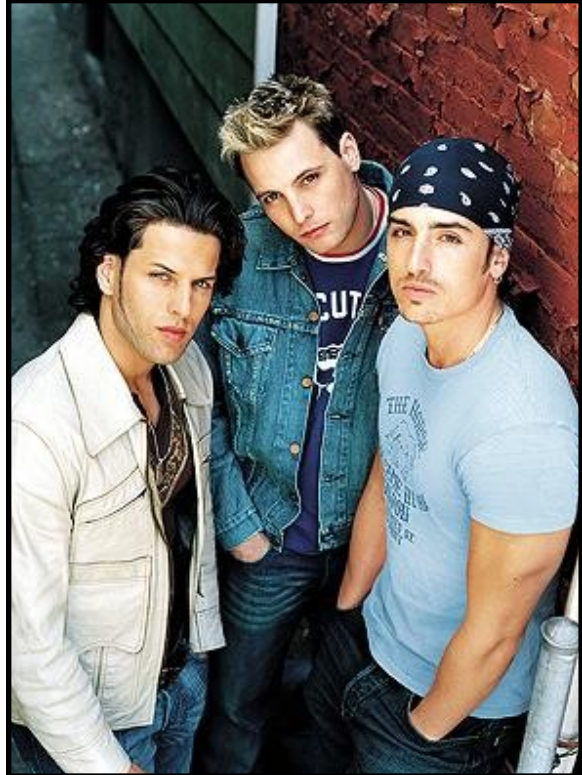
LFO

by Tamela Meredith Partridge  
"American Country" magazine  
May, 2000

In a music industry often ruled by trends, male group LFO have steadily pushed the "boy band" music envelope aside with their signature sound of pop, hip-hop, rock, rap and R & B.

The energetic and engaging trio, currently comprised of Rich Cronin, 23, Brad Fischetti, 24, and Devin Lima, 22, are one of the hottest new acts to emerge from Lou Pearlman, whose Trans Continental Entertainment roster includes Backstreet Boys and 'N' Sync.

LFO's three voices harmonize as one within the 13 selections of platinum '99 debut album, "LFO." and it's two hit singles, "Summer Girls" and "Girl On TV."



Platinum debut single, "Summer Girls," is a light-hearted and name-dropping tribute to the "girls who wear "Abercrombie and Fitch," while the video for gold sophomore single, "Girl On TV," features the beguiling actress and songstress, Jennifer Love Hewitt.

"Summer Girls was just the beginning, " Fischetti said. "When you see what comes next, you'll be mesmerized."

Cronin, who wrote and produced the first two singles, is a Boston native born to excel in singing, dancing, songwriting and rapping.

"I did talent shows growing up and I was in some groups - rap and swing," Cronin said. "It was a hobby that I wanted to take seriously, but I didn't think it was realistic. It's like getting signed to the Yankees."

Upon high school graduation, Cronin studied advertising at Bridgewater State College near Boston.

"I was into finishing school," Cronin said. "But then the music just started happening."

The group was originally created when Cronin and Fischetti first met while visiting Orlando, FL. The two 6'3" musicians joined forces, moved to Orlando and began perfecting their duo singing, songwriting and performing skills.

"I was always shy," Fischetti said. "I never danced at clubs, never did any talent shows. I just used to make-up songs in the basement. Now, I'm on stage in front of thousands of people. It's ridiculous ! I love it !"

Fischetti and his three brothers were born in New York but grew up in Queens and Mahway, New Jersey. The aspiring model and singer attended the University of Texas at Dallas and credits the Beastie Boys, Public Enemy and The Who as his musical influences.

"People used to make fun of me, you know, a white kid in the suburbs, but I didn't care," Fischetti said.

The duo eventually teamed up with Brian "Mista Brizz" Gillis in '96 and formed a Will Smith style hip-hop trio called Lyte Funky Ones.

"It didn't happen overnight," Cronin said. "We worked hard for years."

Gillis amicably left the band in early '99 in order to pursue a solo career. The three have remained great friends, and Cronin was even called in to produce Gillis' debut single and album.

The band name was changed to LFO with the addition of Boston soloist, Devin Lima, who bore an uncanny resemblance to the lead singer of Color Me Badd.

"People told me that all the time," Lima said. "It didn't bother me 'cause they were one of my favorite groups."

Lima's smooth, rich, melodic vocals blended perfectly with LFO's new emerging songwriting and musical style.

"We all write songs," Fischetti said. "When I'm in love, forget about it ! The songs never stop coming."

LFO opened for LL Cool J and toured with Backstreet Boys and 'N' Sync in '99, and just concluded a March 8 through April 9, 2000 national tour with pop diva, Britney Spears.

"Performing is my favorite thing," Lima said. Cronin agreed wholeheartedly by adding, "It's more people than you have ever seen in your life in one place. It's probably the most incredible feeling ever."

Fans can see cameo performances by LFO, 'N' Sync, Britney Spears, Mista Brizz and other popstars in the Spring 2000 released movie, "Jack Of All Trades."

LFO's latest single and accompanying video, "I Don't Wanna Kiss You Goodnight," was released in late March and is already at the top of the request lists throughout the country.