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By Tim Mohr

It seemed like a culture shift when, 10 years ago, Moby famously managed to license every track off his *Playalbum* for use in commercials, TV or film. Not that it was an isolated phenomenon even then—Fatboy Slim had come close to the same feat with *You've Come a Long Way, Baby*, released the year before *Play*. But the upshot was that the tired baby boomer notion of "selling out" was officially chucked out the window. And given the dwindling revenue sources for musicians these days, it's a damn good thing.

Now comes Salme Dahlstrom, who claims as of this month to have repeated Moby's accomplishment by licensing every track of her 2008 LP, *The Acid Cowgirl Audio Trade*. Dahlstrom produced the album in her own NYC studio, creating a DIY version of Lady Gaga or mid-period Goldfrapp, then placed songs in ads for Quiznos, Subaru, Nike, Bank of America, Vodafone and others, as well as TV shows like *One Tree Hill*, *Laguna Beach* and *The Hills*.

Now Salme's releasing a third single from the record called "Hello California." We were curious about a sound that sells so well to ad execs and TV producers. So we got a free MP3 for y'all. It's a remix of "Hello California" by Latvian duo *Quadrat Beat*. Download and enjoy.