

Press Release

New dance label Frenetic Recordings signs label management agreement with Absolute

LONDON, 18 July 2007 - Frenetic Recordings – the new independent label set up by Craig Dimech, former head of the highly-respected dance label Free2air Recordings – has signed a longterm label management agreement with Absolute Marketing & Distribution.

Under the agreement, Absolute will provide a ‘one-stop’ label management service that will cover all of the key functions required to get a new release into the physical and digital marketplace. Absolute will also serve as a ‘virtual’ marketing department for Frenetic.

Frenetic Recordings' first release will be 'Hands Up' by Out Of Office in August 2007. Distribution will be through Absolute via Universal Music Group.

The Absolute business model has recently delivered chart success for artists such as Dame Shirley Bassey, Melanie C, Ocean Colour Scene and Cascada.

Absolute’s tailor-made label management solutions typically include services such as manufacturing and stock management, physical and digital distribution, marketing (including online and mobile marketing), in-house sales, e-commerce management, label administration, compilation licensing and third-party exploitation.

Craig Dimech, managing director of Frenetic Recordings, says: “As a new independent label, being able to rely on a proven sales, marketing and

distribution partner is essential. I felt that the range of services offered by Absolute provided the ideal option.”

Henry Semmence, managing director of Absolute, says: “We will be responsible for managing Frenetic’s releases to market both physically and digitally. I believe our experience and proven track record in this area will make the combination of both companies a potential force to be reckoned with.”

He adds: “Using all of his experience gained first at Incentive and then running Free2air, I’m sure Craig will quickly make Frenetic a brand to trust.”

Prior to setting up Frenetic Recordings, Craig Dimech ran the highly-successful dance label Free2air Recordings for four years. Originally launched as part of Edel UK, Free2air quickly established itself as one of the key independent dance imprints in the UK - with Top 10 hits from the likes of Jason Nevins, Narcotic Thrust and Mousse T.

Dimech continued to run Free2air in conjunction with Clive Black and Daniel Lycett after Blacklist Entertainment took over the label following their buyout of Edel UK. Free2air enjoyed its biggest success last year when Dimech - assuming the artist/producer role as 'Meck' - took a reworking of Leo Sayer's 1970s classic 'Thunder In My Heart' to Number 1 in the UK singles chart for two consecutive weeks - the only dance record to achieve this in 2006.

ENDS.

FOR FURTHER PRESS INFORMATION, PLEASE CONTACT:

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