

Jane McDonald set to cruise DIY label route with Absolute

Singer and TV presenter Jane McDonald has signed a deal with label management specialist Absolute for her own independent label JMD Records.

Under the agreement, Absolute will be responsible for handling everything from TV advertising, retail marketing and online marketing to sales, manufacturing, distribution, e-commerce management and label administration.

The first release under the deal is a new 14-track album by Jane McDonald, titled Jane, which will be released on August 11. A digital single from the album - her take on the 1970s camp disco classic 'Doctor's Orders' - will also be released on the same day.

Distribution will be through Absolute via Universal Music Group/Arvato.

Absolute plans to spearhead the launch with a national television advertising campaign which will be supported by extensive press, radio and TV coverage.

Henry Semmence, managing director of Absolute, says: "This deal with Jane's own label JMD highlights the flexibility of the Absolute model and our ability to tailor our approach to exploit the most effective routes to market for all music genres."

The unique business model developed by Absolute has already achieved substantial success for artists such as Ali Campbell, McFly, Sparks, Ultrabeat, Darren Hayes, Cascada, Dame Shirley Bassey and Wet Wet Wet.

Semmence says: "With the over-45s currently driving CD sales, Jane McDonald's new album should prove to be a huge earner for UK retailers. She's one of the UK's best-known TV presenters and has already sold hundreds of thousands of albums and toured every inch of the country."

The album's release is timed to coincide with the prime-time screening of a five-part TV series, Return to the Cruise, which begins on August 8 on BBC 2. The series will revisit the cast of the original reality show, The Cruise, 10 years on.

Jane McDonald will also be presenting ITV1's flagship daytime show Loose Women between July 17 and August 8 – and will perform a song from her new album live on August 8.

In addition, the album will be promoted heavily during the singer's six-month tour which will take her to most parts of the UK between July and December.

ENDS.