

Press Release

edel signs label management and distribution deal with Absolute for UK and Ireland

edel AG - Europe's leading independent entertainment company - has signed an exclusive label management and distribution deal with Absolute Marketing & Distribution for its new international imprint **earMUSIC** which is dedicated to international pop and rock.

Under the new agreement - which takes effect immediately - Absolute will serve as a 'virtual' label operation for **earMUSIC** in the UK and Ireland.

Absolute will be responsible for handling and managing all key label functions, including stock management, physical and digital distribution, sales and marketing (including online and mobile marketing), promotion, e-commerce management, label administration, compilation licensing and third-party exploitation.

Absolute has appointed John Waller to oversee all of edel's label activities in the UK and Ireland. Waller is a former managing director of Really Useful Records and is one of the UK music industry's most experienced marketing specialists.

The first UK release under the **earMUSIC** deal will be a brand new album by Christopher Cross - titled *The Café Carlyle Sessions* - and a new Ian Gillan album, *One Eye To Morocco*.

Also scheduled for release are new albums by Keith Emerson and power metal band Stratovarius, as well as a box-set of unreleased studio and live material by the Jeff Healey Band, and a specially remixed version of the Johnny Cash album

Johnny Cash Remixed which has been executive-produced by Mathew Knowles and Snoop Doog.

Henry Semmence, managing director of Absolute, says: "By taking advantage of our fully managed service, edel will be able to release product and compete effectively in this market without having to put a large overhead and infrastructure in place in the UK."

He adds: "In today's challenging marketplace, there is no need for labels to hinder their development by spending money on overheads when the money can be spent on marketing and promotion, and other revenue-generating activities, instead."

Max Vaccaro, director of **earMUSIC**, says: "We are excited to have found in Absolute a UK partner who shares our philosophy and ambitions, and who is able to offer our artists both the visibility normally associated with a major label and the skill and dedication of an independent label".

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About edel music AG

edel is an entertainment group based in Hamburg with more than 20 years activity in Europe and around the World.

The German operation employs 700 people between a number of divisions in the record company - (earMUSIC and edel records), the Digital Aggregator KNM, edel Distribution, Book Publishing Division, Children's entertainment division (edelKids), Classic Music Division ("Berlin Classic"), TV Series and Movie Division (edel Motion) and the state of the art pressing plant Optimal, based in Robel, Germany.

edel is the biggest independent distributor in Germany with its own distribution team in house. edel also has a number of affiliated companies which are part of the group and are leaders in their respective markets (Italy, Scandinavia, Austria, Switzerland, France, Benelux).

About earMUSIC

The International record company - recently renamed earMUSIC - has a long history of success in the pop-rock field. During 2008, edel's international label became increasingly active in the rock market after successful collaboration with artists such as: Deep Purple, Status Quo, Nazareth, UB40, Keith Emerson, Ice Cube, Christopher Cross, and many others.

Thanks to the experience of its marketing and promotion teams - who have worked for top independent labels and artists in the last 15 years - the label earMUSIC plans to position itself as the leading European independent. earMUSIC aims to be a reliable and innovative partner for major artists who wish to combine all the valuable aspects of a traditional record company by offering highly skilled representatives and long-established marketing and promotion tools.

earMUSIC is also committed to forward-thinking, using new technology to push the boundaries of existing physical and digital formats. Combined with the efforts of its sister company earBOOKS (www.earbooks.net), earMUSIC (www.ear-music.net) is dedicated to using new channels for distributing its clients' products (e.g. book retailers/chains). It will also continue to produce new and attractive formats to present the music to consumers. These include, amongst others, coffee table books with CDs, deluxe CD/books, and 7" vinyl + CD albums with deluxe packaging. All these are inclusive of the ideas and input of earMUSIC's partners.