

Press Release

Dame Shirley Bassey latest mega-star to take fully-managed DIY indie label route through Absolute

LONDON, 15 June 2007 - Dame Shirley Bassey is the latest global mega-star to take advantage of the DIY A&R and label management business model offered by Absolute Marketing & Distribution.

Dame Shirley's first album for nearly 10 years will be released on June 25 through Lock Stock & Barrel Records, the independent label owned by songwriting partners Catherine Feeney and Nikki Lamborn of London-based band Never The Bride.

Lock Stock & Barrel Records has signed a worldwide agreement with Absolute Marketing & Distribution under which Absolute will provide a 'one-stop' label management and label development service that covers everything from A&R, TV advertising and marketing services to manufacturing, sales, distribution, e-commerce management and label administration.

The Absolute DIY business model has recently delivered proven success for artists such as Melanie C, Ocean Colour Scene and Marillion.

Dame Shirley Bassey's album, titled *Get The Party Started*, will be released in both physical and digital formats on June 25. Distribution is through Absolute via Universal Music Group.

Due to massive public demand, the first single from the album will be Dame Shirley's amazing version of Pink's 'Get The Party Started' which was originally

featured in Marks & Spencer's spectacular TV advertising campaign last Christmas. It will be released on July 23.

Get The Party Started features 13 classic tracks - including 'Big Spender', 'You Only Live Twice', 'I Who Have Nothing' and 'I Will Survive'. The tracks have been specially remixed and re-worked by some of today's most innovative contemporary producers - including NorthxNorthwest, The Glimmers, Mark de Clive-Lowe, Bugz In the Attic, Bruno-e and Restless Soul.

Absolute brought in Nathan Graves - responsible for the successful Verve label re-mix album at UCJ – to oversee A&R for the album.

Absolute has lined up a heavyweight marketing campaign which will include an initial £100,000 national TV advertising push, print and poster advertising, a huge PR offensive in national press and magazines, TV and radio specials, plays on online video channels, and promotional tie-ins with national press. The campaign will be overseen by Absolute's marketing manager Mark Dowling.

Dame Shirley will also showcase 'Get The Party Started' during her groundbreaking set at Glastonbury.

Get The Party Started has already been confirmed as an 'Album of the Week' in WH Smiths, Sainsburys and Morrisons stores

Absolute managing director Henry Semmence says: "I feel tremendously proud that one of the UK's most successful recording artists - a national icon - has embraced wholeheartedly the independent DIY route to market.

"This album is set to be her most successful for years and has resulted in huge national TV and radio coverage as well as a main stage appearance at Glastonbury. DIY can and does work!"

He adds: “The reward for artists is greater using our DIY model because ownership of the music copyright always remains in the hands of the label or the artist. Our role is to empower them to maintain control of their careers, their businesses and their copyrights by fully managing the label on their behalf.”

Catherine Feeney, managing director of Lock Stock & Barrel Records, says: “As a new indie label, we are fortunate to have found a guiding light in the expert help and guidance of Henry Semmence and his team at Absolute.”

She adds: “Dame Shirley Bassey is not quite the sort of international artist that an indie label usually takes on - so we really needed the expertise of a company such as Absolute. They’ve been fantastic in guiding us through and helping us make the decisions along the way that we hope will take our album into the charts.”

During its 19 years’ experience of working with independent labels, Absolute has also achieved significant success with artists such as Herbie Hancock, Bananarama, Marillion, The Editors, Hall & Oates, Boy George, Cascada, Imogen Heap, Ocean Colour Scene, and many others.

ENDS

About Absolute Marketing & Distribution

London-based Absolute Marketing & Distribution is a leading provider of tailor-made sales, marketing and business management solutions for independent record labels, single-artist labels and brand-owned music labels.

Established in 1998 as an independent ‘one-stop’ label management specialist, Absolute handles everything from label administration to television advertising. This unique business model has proved to be the ideal solution for both established and developing artists in today’s ‘long-tail’ music market in which artists can accumulate great success across a much broader sales base.

Absolute is bucking the music industry trend by achieving significant year-on-year growth while many major companies are struggling to sustain sales and market share.

Absolute proactively manages all of the key functions required to get a new music release into the physical and digital marketplace – including functioning as a ‘virtual’ marketing department for its clients.

Absolute’s comprehensive range of services includes: manufacturing and stock management, physical and digital distribution (in partnership with Universal Music), in-house sales teams, marketing (including online and mobile marketing), e-commerce management, label administration, international licensing, compilation licensing, other third-party exploitation, web site development, and liaison with music industry bodies.

Absolute also acts as an independent business advisor for independent record labels, single-artist labels and brand-owned music labels.

Absolute currently provides these services for label clients as diverse as All Around the World Records (Cascada, LMC, N-Trance, Dannii Minogue); Kitchenware (The Changes); Lock Stock & Barrel Records (Dame Shirley Bassey) Red Girl (Melanie C); A&G (Bananarama, Bowling For Soup); Intact (Marillion); Furious (Delirious, Moya Brennan); and artist-specific labels for Hall & Oates, Paul Carrack, Ocean Colour Scene, Heather Small, and many others.

While Absolute can get an independent label’s releases into the marketplace in the same professional and timely manner as any the major record companies, there is one major difference: ownership of the music copyright always remains in the hands of the label or the artist.

www.absolutemarketing.co.uk

About Get The Party Started

Amongst the 13 specially remixed and re-worked tracks on the album are new versions of ‘Big Spender’, ‘I Who Have Nothing’ and ‘I Will Survive’ by producers Chuck Norman and Bob Kraushaar (aka NorthxNorthwest) whose remixes have included Pet Shop Boys, Robbie Williams and Peter Gabriel.

Also included is an awesome version of Grace Jones’ ‘Slave To The Rhythm’ remixed by The Glimmers, while super producer Mark de Clive-Lowe has remixed the classic ‘You Only Live Twice’.

The album includes a wicked new version of 'What Now My Love' from uber-cool remix collective Bugz In the Attic, along with Brazilian remix supremo Bruno-e's version of 'Where Is the Love', and Restless Soul's outstanding new remix treatment of 'Kiss Me Honey'.

'Can I Touch You There' receives a fantastic re-working by Mungolian Jet Set, while former Nomad Soul/Soul II Soul producer Dobie completely transforms Lionel Ritchie's worldwide smash hit 'Hello'.

Tracklisting:

1. Get The Party Started
2. Big Spender
3. I Who Have Nothing
4. This Is My Life
5. Slave To The Rhythm
6. Can I Touch You There
7. What Now My Love
8. Kiss Me Honey Honey
9. Hello
10. You Only Live Twice
11. The Living Tree
12. Where Is The Love
13. I Will Survive

For further information about Absolute, please contact:

Brian Oliver, Focus Marketing Communications
Tel: 020 8687 1164
Mobile: 07906 800823