



PRESS RELEASE - EFFECTIVE IMMEDIATELY – 30th April 2013

DJ Central is now a Sony red label partner!

DJ Central is very proud to announce that DJ Central Records is now an official SONY RED label partner and will be distributed through the Sony Red distribution platform in the USA.

Sony Red is a division of Sony Music Entertainment and headquartered in New York City. It is widely recognized as the industry leader in music distribution and artist development. DJ Central's partnership with the company is an incredibly exciting feat. DJ Central has the intention of utilizing Sony Red's areas of expertise, which include: Sales, marketing, distribution & publicity.

Some of the great artists that DJ Central will be putting out through Sony Red will include Chris Melotti, Eric Ricaud, Craig Fraser, DJ Busy B, DF Tram, DJ Diamond, Dale Bozzio and Suzanna Lubrano, to name just a few. Releases will include compilations, singles and physical albums including the DJ Central TV show compilations.

ABOUT SONY RED:

"While retaining an aggressive approach to sales and distribution, RED has evolved over the last five years from a quintessential sales distribution company to a progressive marketing-oriented Artist Development Company. RED's entrepreneurial spirit and company structure makes it the perfect home for any label or partner.

As the needs of the entertainment community have evolved over the last five years, RED has done similarly. RED offers its marketing and label services as an independent feature in addition to being a progressive full service distribution company. The journey will continue, and we will be one step ahead to accommodate and maximize all that is needed to develop, nurture, and break artists..."

- Bob Morelli, President

RED, a division of Sony Music Entertainment and headquartered in New York City, is widely recognized as the industry leader in music distribution and artist development. RED specializes in Sales, Marketing, Radio Promotion, and Product Development for more than 60 independent record labels.

RED's marketing outreach is unsurpassed in generating consumer awareness for artists, labels, and brand partners.

In 2009, RED launched 'stache media, an in-house Marketing & Brand Partnership agency. Our expert staff provides marketing services in Online Publicity, Lifestyle Marketing, Creative Services, Social Media Marketing & Fan Engagement, Consumer Advertising & Research, and Brand/Partnership Marketing.

ABOUT DJ CENTRAL:

DJ CENTRAL TV is a new and exciting global dance and house music TV show that features lifestyle segments on all things youth, club, dance, and house music culture, bringing the global clubbing nightlife to your TV screens on FOXTEL's heralded Aurora Channel 183.

Hosted by the dynamic team along with a cast of industry names and artists from all over the world, each week they'll bring you the latest in dance and house music as well as featuring fashion interviews with celebrities from film to music and sport and bringing our own unique Australian feel to the world of dance and house music.

The shows format is built around a local club that we have selected that we feel represents the best of all the things that the show stands for. We will have segments on the venue itself, the latest music video clips, club competitions and promos, and even a latest news segment keeping you up to date with all the latest gossip in the DJ Club scene.

For more information, visit the official DJ Central website: www.djcentral.tv

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