

17 March 2010

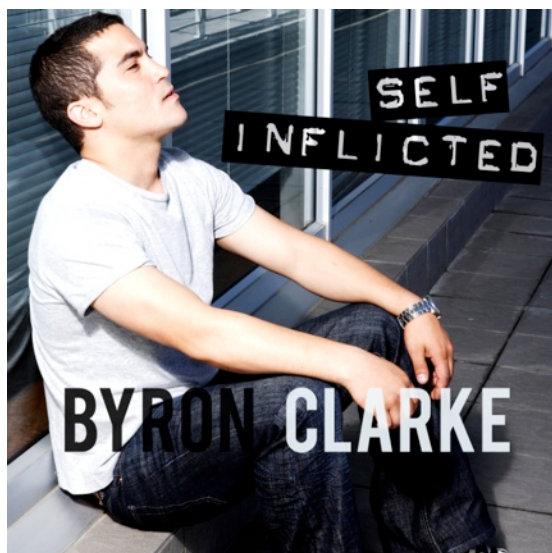
Byron Clarke

Self Inflicted Nomination

[www.stereotyperecords.co.za](http://www.stereotyperecords.co.za)



## BYRON CLARKE NOMINATED FOR SOUTH AFRICAN MUSIC AWARD



CAPE TOWN. Cape Town born Singer and songwriter Byron Clarke's debut album "Self inflicted" has been nominated for the 2010 South African Music Awards as the best RnB/ Neo Soul album of the year.

The album, which was released less than six months ago through Stereotype Records, has been well received by radio stations across the country and has generated three charting singles currently receiving airplay across South African radio.

Says Lester Hein, StereoType Records Marketing Director, "We knew that the album was exceptionally good, but getting Byron's debut album nominated for SAMA is overwhelming proof that his music is of the highest standard."

"Self Inflicted" is a pop inspired album that draws strongly on Clarke's acoustic rock as well as folk music influences. It is the first offering from the relatively unknown Byron Clarke who says

"It feels like it's been a lifetime in the making, but I've been fortunate to work with talented musicians and a great team, and at the end of the day the music speaks for itself."

The full album is available for listening at <http://bit.ly/9eJHWr> and the first single "In The Grey" (written by fellow SAMA nominee Chad Saaiman) is available as a free download at <http://bit.ly/97zzmT>.

"Self Inflicted" is available for download at [Rhythm Records](http://RhythmRecords.com) (a South African online music store) as well as [Amazon.com](http://Amazon.com), [eMusic.com](http://eMusic.com) and is available at good music stores nationwide.

### About StereoType Records - [www.stereotyperecords.co.za](http://www.stereotyperecords.co.za)

Founded in 2008 by Chad Saaiman, Lester Hein and Lee Saaiman, **StereoType Records** is a young, vibrant Cape Town based record label passionate about bringing the city's musical talent to the ears and eyes of the rest of the nation and the world. With a fresh outlook on the music business and an intimate connection to the city's urban roots, StereoType Records has become home to some of the city's fastest rising musical stars.

After signing Chad Saaiman as the first artist to the label and releasing his debut album "Chasing Melodies" in 2009, the label has gone on to sign 5 additional artists.

The roster currently includes Chad Saaiman, Byron Clarke, Keeno Lee, Lloyd Jansen, Diggy Bongz, Monique Hellenberg and Jarrad.



#### **Chasing Melodies**

Chad Saaiman  
Nominated for Best Pop Album (English) 2009.



#### **Self Inflicted**

Byron Clarke  
Nominated for Best RnB/ Neo Soul Album 2010.

StereoType Records - <a href="http://www.stereotyperecords.co.za">www.stereotyperecords.co.za</a>	
Office	021 556 9622
Mobile	074 1966 790
Email	<a href="mailto:info@stereotyperecords.co.za">info@stereotyperecords.co.za</a>
Lester Hein - Media	083 44 88 145
Lee Saaiman - bookings	082 889 1292

# Nominated

Byron Clarke's debut album "Self Inflicted" has been nominated for Best RnB/ Neo soul album at the 2010 South African



## Byron Clarke – Self Inflicted

12 tracks, 41.05 Uploaded by [stereotype](#)

Share Edit Delete Buy this set



0.00 / 3.52



1. [The Rain](#) – Byron Clarke 3.52 583 plays
2. [Another Way](#) – Byron Clarke 4.10 41 plays
3. [Cold](#) 3.42 5 plays
4. [Clouds](#) 3.16 6 plays
5. [How The Story Goes](#) – Byron Clarke 3.31 4 plays
6. [Pieces Of Me](#) 3.16 21 plays
7. [Self Inflicted](#) 3.58 5 plays
8. [Flutterbyes](#) 3.06 3 plays
9. [In The Grey](#) – Byron Clarke 3.13 505 plays
10. [No More](#) 4.14 4 plays

## Listen

You can listen to "Self Inflicted" via streaming audio on the StereoType Records website at <http://bit.ly/9eJHWr>

"Self Inflicted" is also available for sale at the following stores:

- Rhythm Records - <http://bit.ly/8FT9OS>
- Amazon.com - <http://bit.ly/bSDAtd>
- eMusic.com - <http://bit.ly/cSwoTi>