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StereoType Records

SA record label signs deal
with international distributorwww.stereotyperecords.co.za

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CAPE TOWN - StereoType Records today announced that they have signed a partnership deal with Sonic Ray Distribution, an internal digital distributor.

Sonic Ray Distribution promotes digital music products in order to achieve optimal placement on the internet platforms and ensures online promotion in order to maximise exposure.

“We’re very excited to partner with SonicRay, they’ve worked with some of Europe’s major acts and have good track record” says Lester Hein, Marketing Manager for StereoType Records.

The deal will give StereoType Records access to some of the world’s largest online music stores including iTunes and the Amazon MP3 store.

Lee Saaiman, CEO of StereoType Records says “We know that digital is the future of music, in fact it’s the present, which is why we’re aggressively pushing our artists and products into the online space.”

About StereoType Records - 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.



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