

EMPORIUM MUSIC SIGNS JUKE KARTEL TO WORLDWIDE DEAL

Rock powerhouse Juke Kartel has signed a worldwide album deal with Emporium Music in Australia.

The band's frontman Toby Rand became a household name when he appeared on the 2006 CBS reality show Rockstar Supernova, fronted by Tommy Lee and Gilby Clarke.

Even before Rock Star Supernova came along, **Juke Kartel** was beginning to make serious waves in the band's hometown of Melbourne. No gimmicks. No quirks. They are just a five-piece band of killer musicianship wanting to bleed rock, with a burning ambition to write and perform songs with great melodies, catchy guitar riffs and high energy.

Dimitri Pavicevic, Chairman of Emporium Music in Australia says: *"Juke Kartel is exactly what I envisioned when I started the label; great music and that's where it begins and ends.*

In today's world of corporate one-hit wonders, there is a lack of long term support for new artists in developing talent at major labels.

Emporium Music's goal is to give Artists the opportunity to be just that, Artists, and give them the nurturing environment in which to thrive artistically. I am happy to welcome Juke Kartel to the Emporium Music family and look forward to a very long and successful relationship."

The band is currently recording their debut album in the U.S at Seattle's famed London Bridge studios with legendary producer Rick Parashar, whose work includes Pearl Jam, Nickelback, 3 Doors Down, Bon Jovi, Alice In Chains and Blind Melon.

Prior to signing with Emporium Music, Juke Kartel celebrated one million plays on their Myspace page and earned the record-breaking honour of being the first unsigned band to play the MTV Awards in Australia.

"The band is very excited to have signed a global deal with Emporium Music as it is a motivated and cutting edge label, which, most importantly believes in the music," said Harvey Russell, Juke Kartel's manager.

"The music industry is currently changing shape, the normal business model for releasing an artist is evolving with technology everyday.

JK and Emporium Music will build on JK's strong online fanbase, using web tools that deliver great quality music and video to their dedicated fans. This makes Emporium Music the perfect label for Juke Kartel.

Toby Rand is back in Australia for a short break and will attend the Cleo Awards this week where he is in the Top 50 and ranked #1 online.

For further information:

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