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Southampton, UK

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Breaking digital waves – music co-operative sign landmark distribution deal.

Sotones break new ground for UK indies today when they sign a blanket digital distribution deal with leading independent music distributor **Believe Digital**. It is the first time a UK co-operative indie label has signed such a deal.

The three year worldwide deal covers distribution and marketing of all new releases and back catalogue to major stores including iTunes, Napster, eMusic and Amazon Music, as well as niche and specialist music retailers such as Juno, xpressbeats and Deezer

Pioneering their ‘do-it-yourself-but-do-it-right’ model of music production, the UK’s only indie label run as a co-operative is the first to secure international digital distribution for their extensive catalogue.

Sotones’ Digital & Synch director, Joe Parker, said: “we’re really excited about this deal. Having negotiated with several major distributors we felt Believe were the right choice for us. Hopefully other co-operative indies will follow us!

“Over the last year our artists have made their mark with national press and airplay, and exposure at festivals like Bestival, Burning Man and Secret Garden Party. But we’ve also been working hard on behind-the-scenes stuff like this too, which we needed to do to bring their music to a wider audience.”

Believe UK’s label manager, Vincent Bordier, added: “We’re thrilled to welcome Sotones amongst our label partners. We also hope that we’ll together bring the label and its artists the attention and interest they deserve.”

The first releases through Believe will be a charity split EP featuring Jackie Paper (a.k.a. Thomas Tantrum guitarist Dave Miatt) & Lonely Joe Parker, a split single by The Moulettes & Pete Lyons, and Part II of Moneytree’s ‘The Great Indoors’ triptych, with guest vocals by Blaine Harrison (Mystery Jets), Rob Skipper and Ted Dwayne (Mumford & Sons / Laura Marling Band).

For more information, contact Jimmy Hatherley:
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Notes to editors:

- Sotones is the UK’s only indie that is also a co-operative. Artists make the decisions and run the label. See <http://www.sotones.co.uk> for roster, contact and release information.
- Sotones is a member of AIM, MCPS-PRS and Co-Operatives UK.
- Believe is Europe’s leading distributor of independent music. See <http://www.believedigital.com> Label manager (UK): Vincent Bordier; believeuk2@believedigital.com / +44(0)7512851518 / +44(0)2088344816