



Go-Kart Records Europe

Postfach 12 07 50
68058 Mannheim
Germany

Phone: +49 (0)621 1597264
Fax: +49 (0)721 151416371

<http://www.GoKartRecords.de>

FOR IMMEDIATE RELEASE

Go-Kart Records Europe announces their first free MP3 CD Sampler.

GO-KART RECORDS is one of New York's longest running outlets for independent music. Since 1994, we have brought bands like **ANTI-FLAG**, **THE LUNACHICKS**, **BUZZCOCKS**, **TOXIC NARCOTIC**, **GBH**, **Ten Foot Pole** and many more to the forefront of the punk scene. Continuing the long history of bucking trends and blazing trails, the label released one of the first commercially sold MP3 samplers called **GO-KART MP300 RACEWAY** in 2003 – a double CD featuring 300 songs from 150 bands.

With the “**LIBERATING MUSIC**” sampler **Go-Kart Records** once again has availed themselves of the advances in hardware and software to promote one hundred bands and their music more effectively and to provide the consumer with a wide variety of musical styles which constitute an extensive survey of the international music scene - all for free. The CD features music of many different styles within the punk/hardcore/metal/indie/ska genres – including well-known artists as well as aspiring underground bands. Thanks to the free distribution Europe-wide through sponsors, distribution partners as well as street teams, it is especially those underground bands who get offered the chance to present themselves to a wider audience.

Bands and labels that are interested in getting their music on the sampler may apply with immediate effect: <http://www.gokartrecords.de/mp3sampler> . Artists that want to be part of the sampler project will have to pay a remote share in order to get their track on the MP3 CD. The specific prices for participating on the sampler can be asked for from **Go-Kart Records Europe** directly.

The „**LIBERATING MUSIC**“ sampler is an interactive CD with a virtual MP3 player that allows listeners to gather further band information (including album cover, band biography, links to the labels' and artists' websites) on their computer.

This double CD *will not* play in standard CD players. It will, however, play in CD-MP3 players, which are becoming more and more common, in regular DVD players and of course on the computer (PC/MAC). By means of the computer the user is able to copy the MP3 files onto Mp3 players or to burn an Audio CD with the best songs. Further instructions on this can be found in digital format on the MP3 CD as well.

The „**LIBERATING MUSIC**“ MP3 CD sampler offers a real alternative: Free, easy to handle and packed with 100 songs for every single fan of alternative guitar music.

The story behind „**LIBERATING MUSIC**“: The MP3 technology has acquired an ever-growing significance in recent years which is still ascending, especially since file sharing and p2p (peer to peer) websites like Napster opened up a new direction in music distribution. After the music industry failed to seize the opportunities at first, they have now identified the potential of this new format and try to keep up with the rapid development via downloading portals liable to pay with costs. The success of the Apple IPOD and the downloading service iTunes support this development. According to **Go-Kart Records**, however, this form of music distribution would only be marginally interesting for the customer - last but not least due to the pricing. That is why **Go-Kart Records** has decided to take a different path. “We here at **Go-Kart Records** believe that the future of music samplers lies in new technologies like MP3. We want to exploit the development to its fullest potential and spread the music like in good old peer2peer times, legally and for free and therewith create incentives to buy the real CDs and LPs afterwards. It's about time that musicians and record labels begin looking forward instead of just trying to cover their own collective behinds”, says David Link, Head of **Go-Kart Records Europe**.

With the “**LIBERATING MUSIC**” MP3 CD sampler which will be released in January 2006, another step will be taken towards the future and at the same time the MP3 technology will be further promoted. For the New York-based label with its European base in Mannheim, Germany, the sampler represents the freedom to develop music without the constraints of the music industry establishment. The relationship between artist and consumer **MUST** be more interactive, independent, and rewarding for everyone involved.

The MP3 technology offers the possibility to transfer music fast and straightforward onto various media tools without any constraints. That is why the free MP3 CD sampler is supposed to give bands the opportunity to approach a wide audience.

More information can be found on the internet under:
<http://www.GoKartRecords.de/mp3sampler>

+++

Go-Kart Records is an independent record label with offices in New York City, Los Angeles and Mannheim, Germany.

Go-Kart Records Europe
Postfach 12 07 50
68058 Mannheim
Germany
<http://www.GoKartRecords.de>

Contact person/Project Management:
Jan Wolf
jan@gokartrecords.de
++49 (0)621-1597264

Press Contact:
Nicole Domas
nicole@gokartrecords.com
++49 (0)621-1597264