

## The Draytones Sign to My Major Company UK

Set to revolutionise the way music fans interact with the industry **MyMajorCompany** are here to support new artists and break them into the music mainstream. MMC launched in the UK on October 21<sup>st</sup> with remarkable success already. **The Draytones** are one of the first artists to sign to this exciting new music venture.

**MyMajorCompany** is a new record label that gives music fans a voice and allows them to choose which artist to launch, supporting them financially and artistically from the very start. This is a truly unique model, which has already been a huge success in France.

MyMajorCompany is vastly different and superior to all other fan-funded platforms. It gives Internet users and music fans the ability to **invest in the career of an artist**, get involved at every stage throughout their development and **retain a share of the profit generated** by the release campaign following their launch.

One of MyMajorCompany's first signings are **The Draytones**, an Anglo-Argentine 4 piece psychedelic/garage rock group originating in Buenos Aires, now based in London.

**The Draytones** have enjoyed remarkable success in the United Kingdom, Europe, Japan and their second home - South America. The group's early recordings, made with the legendary Stan Kybert (Oasis, Verve, Bjork) attracted the attention of radio DJs around the world as well as the attention of the esteemed **Paul Weller** - who invited the band to tour with him throughout the UK in 2009.

Having caught the attention of national radio and MTV in Latin America the band secured a **5-week tour of Argentina**, including their now historic 'Friendship Tour' of The Falkland Islands - becoming the first ever Anglo-Argentine band to do so. The band are now launching into the next exciting chapter of their career with MyMajorCompany UK.

This exciting **collaboration between band and fans** shares both the risk and creative process, which other major labels are doing less and less. From

as little as £10 investors have a real say and become a part of the creative process in helping a band to record and release their album.

The hugely successful **MyMajorCompany France** established 3 years ago, released their first artist **Gregoire**, who has since gone on to sell over one million albums and is now working on his second release with the label. Those who had initially invested in him saw a return of almost 20 times their initial stake **with an incredible 118,000 Euros** being paid to one investor alone.

Through MyMajorCompany The Draytones invite the public to support and **be a creative part of their music**, as well as sharing their profits. To own a slice of what they do the public can visit their MMC profile from anywhere in the World. These web profiles are a rich source of exciting and constantly updated content with music, videos, news and the opportunity to **converse with the band on a day to day basis**. Once the £100,000 funds are raised the band will enter the studio to record their album. As with any major label release, the album will have a full launch campaign managed by a team of seasoned industry professionals.

MyMajorCompany France now has **28 fully financed artists** with a community of 112,500 registered users. The UK company launched its label on October 21<sup>st</sup> and has incredibly funded two artists to the £100,000 target in the first two months.

MyMajorCompany will be expanding across Europe and internationally over the next twelve months. **This promising business model looks set to change the music industry landscape worldwide.**

With some of the most exciting new acts in Britain set to feature on the UK roster, the label offers something completely unique and very exciting to both investors and the artists alike. It may well be about to change the future of the music industry forever.

For further info about how it works and to hear the artist roster please go to.....

[www.mymajorcompany.co.uk](http://www.mymajorcompany.co.uk)

[www.mymajorcompany.co.uk/Artists/thedraytones/](http://www.mymajorcompany.co.uk/Artists/thedraytones/)