

Sweet Soul Records Reaches Japan Music Distribution Agreement with Chicago-based Duo Innosphere

An exclusive agreement has been reached between SWEET SOUL RECORDS and TruSoul Entertainment which will pave the way for Japan-wide physical and digital distribution of Innosphere's debut EP, "Shine."

Sept. 17, 2010 - [PRLog](#) -- Tokyo, Japan: Today, SWEET SOUL RECORDS, parent company lifesound, Inc., officially announced that an agreement has been reached with their US-based partners, TruSoul Entertainment, for distribution of Chicago-based soulsters Innosphere's debut EP "Shine." Not only physical distribution, SWEET SOUL RECORDS will also looking to sell "Shine" online and through mobile downloads, where in Japan mobile downloads outpace PC downloads.

Innosphere is pianist/producer/composer Kenny Keys, who music fans will recognize from his work with Eulorhythmics, Prime Meridian, Rita J., and All Natural; and vocalist Nina Rae, a singer with an old-school jazz and blues background who has also shared stages with the likes of Common and Q-Tip.

Together, they are making music that combines their shared funk, hip hop, jazz, and R&B influences with a plan and vision to create something fresh, new, and larger than life.

Executive Producer John Jointer of TruSoul Entertainment tells us, "'Shine' is a blast from the past, present, and future at the same time and Japanese listeners will get a taste of dance, funk, hip hop, neo-soul, and jazz styles, all brought together by Keys' skillful production."

"The first time I heard the track 'Gotta Be Me,' I knew these guys were straight out of Chicago and that the Japanese listeners would love this music. We're expecting to have CDs in the stores on October 20 this year with a pre-release 12" vinyl with the tracks 'Gotta Be Me,' and 'Run To The Sun,' to help push promotions," says Michael Harris, SWEET SOUL RECORDS Senior Manager.

Naoki Yamanouchi, lifesound, Inc. CEO added, "We're extremely lucky to be teamed up with TruSoul Entertainment who has been the driving force in making this happen. We can only see a bright future for Nina and Kenny and we are certain that we can help them expand their fan base not only in Japan but on a global scale."

"Shine" will be released in Japan under the SWEET SOUL RECORDS label.

About SWEET SOUL RECORDS

SWEET SOUL RECORDS, parent company lifesound, Inc., is based in Tokyo and our main goal is to promote soul music in Japan in all its forms. We are doing this by creating our own brand of soul music, and at the same time, promoting international artists who we feel can help increase the number of loyal Japanese followers by spreading "real music."

About TruSoul Entertainment L.L.C.

TruSoul Entertainment L.L.C. is an innovative, cutting-edge entertainment event marketing and recording company aimed at offering top-tier promotional and marketing opportunities in the entertainment industry, and recording, promoting and distributing music from today's newest and brightest musical artists. We view ourselves as the trailblazers of this new and continually evolving music and entertainment industry.

Contact:

SWEET SOUL RECORDS: info@sweetsoulrecords.com
Phone: +81 3 6416 8690
<http://www.sweetsoulrecords.com/>

TruSoul Entertainment LLC: innospheremusic@gmail.com
Phone: 773 407 6627
<http://www.reverbnation.com/innosphere>

#

Simply, our goal is to promote soul music here in Japan in all its forms. We intend to do this by creating our own brand of soul, and at the same time, promote international artists who we feel can help increase the number of loyal Japanese followers by spreading “real music.”

By using the internet as a core medium, we will be able to promote our own record label and international artist not only in Japan but worldwide. We will create high-quality media and make use of our own recording and photography studios, while pooling our resources such as soul bars, CD shops, radio stations, record labels, and our other contacts in the music industry.

--- End ---

Source	Sweet Soul Records
City/Town	Tokyo
State/Province	Tokyo-to
Country	Japan
Industry	Music , Entertainment , Arts
Tags	Sweet Soul Records , Innosphere , Kenny Keys , Nina Rae , Neo Soul , R B , Soul , Tokyo , Japan
Link	https://prlog.org/10937766



Scan this QR Code with your SmartPhone to-

- * Read this news online
- * Contact author
- * Bookmark or share online