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For Immediate Release

Net-Centric Record Label Serves Up Innovative Methods and Music

DENVER, CO - BabyJane Records, a small startup record label, brings innovative music to the world market. Artists and the Internet are at the center of the BabyJane Mission.

The BabyJane model allows artists breathing room, creatively and in terms of their intellectual property rights. "We offer artists a good contract, with much higher proceeds going back to the artists than a typical major label contract, and the artist retains their publishing rights," says Gannon Kashiwa, recording studio owner/engineer and label visionary. This publishing concept is very new in the world of established labels. "Typically, a label sees an artist as property, and sees any investment in that artist as a recoupable expense. While this can be beneficial, unfortunately it often turns into a parasitic relationship wherein the label exploits the artist, and the artist is not fairly compensated. BabyJane sees our equity to be in the product of our joined labor with the artist," says BabyJane webmaster Jeremiah Moore.

The young label takes advantage of emerging technologies to produce and market its music. The internet is at the center of its business plan. "We look to the web for a market of sophisticated music lovers, a playing field in which we can reach a large audience regardless of geography. It is the future of the music business," says Moore. The BabyJane website allows visitors to listen to any track in the catalog via RealAudio and MP3 formats, and to purchase our CDs online.

Kashiwa's brainchild, the label has its home within Rocky Mountain Recorders, a highly sophisticated recording studio which is noted in the Denver area for its attention to service and detail. "Owning our own studio gives us tremendous freedom. We know we can produce great music, we have the tools at hand, and we have love for it! And we know we can afford to spend an extra hour putting the final touches on a mix," says Kashiwa.

The label currently has four titles in its catalog, with two more slated for release this Fall. Artists signed to the label include Denver folk institution The Mother Folkers, jazz artists Todd Reid and Jeff Jenkins, buzz music purveyor Michael Stanwood, electronic jazz creators NorthStation, and most recently the funk-rock powerhouse Opie Gone Bad. The BabyJane Catalog is eclectic. Says Kashiwa, "Most record labels are genre-specific. We don't see ourselves this way: we believe in many types of good music, and a level of quality and aesthetics of presentation which is simultaneously high-tech and hands-on. This is what holds our catalog together."

BabyJane can be found on the web at www.babyjane.com.