



WARNER MUSIC CANADA AND HI-BIAS RECORDS SIGN JOINT VENTURE & DISTRIBUTION AGREEMENT

For immediate release

Warner Music Canada is proud to announce the label's exclusive Canadian distribution agreement with Hi-Bias Records. In the 13 years since its formation in 1990, Hi-Bias has become a world-reknown source for ground breaking dance music. This new partnership will take effect immediately with upcoming import quality releases. In addition, the two labels will also develop a number of joint venture dance and urban releases. This all-encompassing agreement also includes the Hi-Bias team remixing a series of Warner Music Canada singles for the dance market.

In making the announcement, Warner's Sr. Vice-President Steve Kane said: "Nick Fiorucci and his team are among the best in their field and we look forward to a great and successful relationship with Hi-Bias. This partnership gives us a unique opportunity to exploit Warner's worldwide dance repertoire and introduce vibrant new brands."

Nick Fiorucci, President of Hi-Bias states: "We are thrilled to be entering into this exciting new venture with Warner Music Canada. The music industry as a whole is facing the most challenging time in its history as a result of file swapping and world economics. We are going to combine Hi-Bias' experience, repertoire and world wide contacts with Warner's vast international dance catalogue and resources to produce unique, value-added product lines that will be a major driving force in electronic music not only in Canada but on the world stage.

Hi-Bias Records was launched in 1990 by noted DJ Nick Fiorucci and Mike Ova. The label was established to provide DJs with the highest quality dance music available in the world. Their debut release was the single "Get Into The Music" by DJ's Rule. The track was an immediate hit and reached #1 on London, England's influential KISS FM. A subsequent U.K. tour by DJ's Rule was fronted by the not yet international sensation Deborah Cox.

Throughout the 90's, Hi-Bias releases became must-haves for any working DJ. The label's success was a result of the direct connection Nick and Mike had with their audience. Before long Hi-Bias had signed a number of artists including Oval Emotion, Temperance, Dj's Rule and Red Light, all of whom were destined to become popular fixtures on the Canadian music scene.

Since the label's inception, Hi-Bias artists have won 1 Juno Award (11 nominations), 1 MuchMusic Video Award (8 nominations), 7 Top 40 national CHR singles and dozens of Top 10 dance video and national dance singles.

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