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FOR IMMEDIATE RELEASE

WORLD MUSIC REMIX COMPETITION SET TO ELECTRIFY THE WORLD
Not Just a Patronizing Pat on the Back,
but a Real Competition that Offers Substantial Prize Money

Beverly Hills, CA - October 17, 2007 10:48:04 AM – Mentor Records today announced the launch of the Sweetwater World Remix Competition 2007 – “Electrify the World”. Sponsored by Sweetwater Sound Inc., the world’s largest online retailer of music technology and instruments, the competition will challenge up and coming dance and electronic music producers to reinterpret authentic world music, while competing for the grand prize of US\$ 1000. First and second runners up will also be awarded US\$ 500, and US\$ 250 respectively. Contestants can register to participate at www.mentorrecords.com/remix until October 24, 2007, and will have one month to submit their entries. The winning entries will be announced by December 7, 2007.

While dance and world music have respectively become part of mainstream musical sensibilities in recent years, “it is surprising that we are not seeing more remixes of world music by the major players in the electronic and dance music industry,” noted Mona Saker, Director of Marketing at Mentor Records. “Many varieties of world music, especially Arabic, Hindi, and Afro-Caribbean contain rich vocal, rhythmic and musical elements that would lend themselves exceptionally well to exciting electronic reinterpretations that can easily cross over to the international dance scene,” she added.

The theme of the competition is ‘Songs by Outstanding Female Vocalists’, paying homage to outstanding women in lesser known musical markets. There are no limitations to specific dance music genres, but Mentor Records expects to see trance, progressive house, electro, funk and disco remixes dominating. An international panel of judges comprising top DJs, producers and A-list world music artists will ensure the quality and integrity of the results. New York’s legendary producer/remixer and DJ Lance Jordan is the patron saint of the competition and was one of the first to sign up as a judge. “I teach music production and support up and coming artists,” Jordan noted, explaining his support and enthusiasm for the competition.

“This is the first time a remix competition actually offers substantial prize money to the winners, rather than in-kind gifts or a patronizing pat on the back. We wanted the focus to be the music and those who create it, and to underline that artists have to be rewarded for their hard work. This is NOT about established artists trying to get a remix for the B-side of their forthcoming release at a bargain. None of this would have been possible without the visionary support of our amazing sponsor, Sweetwater,” added Saker.

“We don’t do lot of these, but the Sweetwater World Music Remix Competition just made good sense for us,” said Christopher Guerin, Director of Program Development at Sweetwater Sound, Inc. As the proud sponsor of the competition, Sweetwater is casting a vote of confidence in the exhilarating future of the synthesis of electronic and world music, as part of its own commitment to serve the most important aspect of the music industry – the artists.

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About Sweetwater:

Sweetwater Sound started in 1979 as a 4-track professional recording studio under the auspices of founder Chuck Surack who experienced first hand the fundamental problems of all musicians around the world for decades: finding products at reasonable prices, PLUS dependable advice from people who actually knew what they were talking about. To remedy that, Chuck created a company based upon the kind of sales, service and after sales product support he had been looking for in a retailer: A company dedicated to building a long term, one-on-one relationship with its customers. Sweetwater is today the world's leading music technology and instrument retailer offering products from hundreds of the best names in the music business like Digidesign, Roland, Yamaha, Mackie, Korg, Kurzweil, and serving hundreds of thousands of loyal customers who have experienced the Sweetwater difference and can never go back to anything less.

For more information on Sweetwater, visit www.sweetwater.com or call 1800 222 4700 from North America, or ++1 (260) 432-8176 from outside North America

About Lance Jordan:

Lance Jordan is an internationally renowned producer/remixer and DJ. His work has been embraced by the global dance community with several chart topping club hits including Rosko's Billboard No. 1 hit "Love Is A Drug" and the world-wide club anthem, "Last Night I Was Dreaming" feat. Dr. T. His sound is known for being infectious on the dance floor with a melodic style and crisp high-quality productions that hit you in your soul more than in your face. Lance's DJ style reflects his eclectic musical background and has been well received by underground music heads as well as more mainstream audiences. Knowing how to work a room into a frenzy, Jordan is well known for bringing live performance elements into his sets with live vocalists and percussion. Jordan knows how to ignite the sophisticated and eclectic tastes of modern club goers. Dusk Recordings, the imprint formed by Lance Jordan, has been gaining steam in the house music world with tracks licensed to top compilations including Global Underground No. 31.

For more information on Lance Jordan, visit his official web site www.lancejordan.com or his official My Space page on www.myspace.com/djlancejordan

About Mentor Records:

Mentor Records is a new kind of independent label. The relationship between record company and artist has traditionally been unfairly tilted toward the interests of the former thereby undermining the artist's creative integrity in the long run. Mentor Records aims to overhaul this antiquated mode of producing music by forging nurturing, empowering relationships with the creative talents that it adopts to ensure that the number one priority is always the music and those who create it. And with the digital revolution rocking the very foundations of the music industry, Mentor Records also aims to reach out to the far corners of the earth to showcase new and exciting musical genres and to give a voice to up and coming artists wherever they are.

Mentor Records is a wholly owned subsidiary of Visiontime International, LLC, headquartered in Los Angeles, California, and with branch offices in Rome, Italy and Sydney, Australia. For more information visit www.mentorrecords.com or call ++1 (310) 574 2914



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