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PORTERHOUSE RECORDS TO LAUNCH PRIME VINYL AND 101 SUB-LABELS

This fall will see Porterhouse Records expanding their roster and their distribution channels with two new sub-labels that are intended to market specific formats to music fans.

It's no secret that vinyl is back and that demand for the format is soaring. To this end **Prime Vinyl** has been created. Prime Vinyl will concentrate on releasing fan favorites and out of print gems in the 12" vinyl format.

First up will be Los Angeles' greatest punk rock act ever **X**. Yah, you heard right!!!!

Porterhouse Prime Vinyl, will be releasing 3 of the bands first 4 albums in their original format. **Wild Gift**, **Under The Big Black Sun**, and **More Fun In Then New World**, will all be getting the treatment including re-mastered audio at today's highest standards and dead accurate artwork and lyric sheet reproductions as per the original Slash and Electra releases.

X will oversee and approve all of these releases to ensure that they are true to the originals in every way. We look forward to bringing these titles to their fans everywhere.

Stay tuned for more Prime Vinyl releases.

Porterhouse 101 also comes out of the gate this fall. Named for the highway that winds through Hollywood with a tip of the hat to the binary code, Porterhouse 101 will be a digital only label. Music will be available for sale through itunes and Rhapsody sites, connected through the 101 online store at the Porterhouse website.

101 will service radio and press like any traditional label, but will concentrate on providing music fans with the format that has become the most popular delivery system in the world.

Artists on the 101 roster will be of a wide ranging variety and initial signings include **C.E. Lane**, **Circle Jerks**, and **Brooks Wackerman's (Bad Religion, Tenacious D)** new side project **Kidneys**

Look for individual press releases on all of the new Porterhouse acts and forthcoming releases as we draw closer to launch. It's going to be an exciting fall and we hope that music fans everywhere will enjoy the show!

Porterhouse
PRIME VINYL

