

# SHERIDANS

PRESS RELEASE: 20<sup>th</sup> MAY 2009

## SHERIDANS INSTRUMENTAL IN SECURING GROUND BREAKING WORLDWIDE JOINT VENTURE DEAL FOR DEADMAU5 WITH VIRGIN RECORDS

Sheridans' **Stephen Kempner** represented **deadmau5**, the award-winning producer and electronic artist, in a long-term joint venture agreement with **EMI Music's Virgin label**. The deal will see them working together on all live, recording, sponsorship, television, film and merchandising activities, helping deadmau5 to further develop his phenomenal career and connect with fans in new and creative ways.

**Stephen Kempner, partner in Sheridans' leading Music team, said:**

*"We wanted to construct a unique agreement that first and foremost gave the artist creative freedom while, at the same time, securing substantial financial backing from the right major label in order to take deadmau5 to the next level. We look forward to developing this exciting partnership further."*

**Shabs Jobanputra, president of Virgin Records UK, said:**

*"This agreement exemplifies the way in which we want to work with artists where we can add value to all aspects of their career."*

**Dean Wilson, director of Three Six Zero Group and manager of deadmau5 said:**

*"Three Six Zero Group are ecstatic that our client has signed such a ground breaking deal to such a forward thinking group of people that understand what our artist and we are looking to achieve in the future."*

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### Notes to Editors:

#### About Stephen Kempner:

Stephen advises on a range of matters within the music and entertainment industries, representing a broad range of clients from established artists, songwriters, producers and talent, through to new and unsigned acts, leading production houses, advertising and talent agencies, as well as computer games developers and publishers. He is particularly well known for helping to launch the careers of new and emerging talent in addition to his work for various chart topping acts. His clients include Scouting For Girls, Biffy Clyro, CSS, One Night Only, Ida Maria, Joe Lean and the Jing Jang Jong, and Kid British. Stephen has built a reputation for his practical and unrelenting approach on behalf of clients and was praised in the Legal 500 directory for his '*drive, passion and encyclopaedic industry knowledge*'.

#### About Sheridans:

Founded in London in the 1950s, Sheridans is one of the UK's leading specialist law firms focusing primarily on the media, entertainment and leisure industries. It represents some of the most internationally recognised names in music, film, TV and theatre and has a thriving commercial practice in these areas offering corporate, private client, commercial litigation, property and employment services.

#### About deadmau5:

A worldwide phenomenon, deadmau5 is a new breed of electronic dance music star. He has enjoyed a meteoric rise during the past 18 months to become one of the most in demand producers, an innovative electronic live performer, and the number one selling artist on Beatport, the world's leading online dance music store. He recently won the award for Best Breakthrough DJ at the recent Miami Winter Music Conference.

#### About Virgin Records UK:

Virgin Records UK is one of EMI's frontline labels. Artists on Virgin's roster include Massive Attack, Hockey, KT Tunstall, Corinne Bailey Rae, Doves, Starsailor, The Kooks, Jamie T and Cage The Elephant. It is the UK home to international hit artists such as Katy Perry, Empire Of The Sun and Lenny Kravitz.

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