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Jerrod Niemann Signs Record Deal

Sony Music Nashville/Sea Gayle Records launches with debut artist Jerrod Niemann, who has been a Sea Gayle writer for five years and previously had a label deal on the shortlived Category 5 Records.

Niemann's new single, "One More Drinking Song," was sent digitally to country radio Oct. 15 with an impact date

of Nov. 23. Rob Dalton and his team at independent promotion firm New Revolution Entertainment have been

retained to work it to radio. Niemann will be assigned to Sony's Columbia Records roster, and that label's

promotion team will join in the efforts at radio.

The publishing company, owned by the talented songwriting/ producing team of Chris DuBois, Brad Paisley and

Frank Rogers, has had 25 No. 1 songs and more than 200 cuts since it was founded in 1999. The new joint label

venture with Sony was a natural fit since Paisley has spent his decade-long recording career on Sony's

Arista Nashville imprint. Sony Music Nashville chairman Joe Galante says Sea Gayle's track record on the publishing side is one of the factors that made him immediately interested in a partnership. The other was the opportunity to foster longer-term artist development.

Niemann is an example of exactly what Rogers and Galante are talking about. He self-financed and co-produced

his upcoming album with David Brainard while in between labels deals, and consequently had the freedom to find

his own sound. Niemann co-wrote "One More Drinking Song" with Richie Brown.

"He wasn't under the watchful eye of anyone," Rogers says of the recording process. "He was just able to develop

at his own pace and do his thing, and he got a truly creative record out of it and a really exciting kind of new sound."

A release date for the album has not yet been scheduled. Galante describes both the project and the artist as

"very different." Had the CD come through what Galante calls "the normal channels," he's not sure it would have

been as compelling. "[Niemann] was left to do what he wants to do, and he came in [with the finished CD] and

everybody said 'We love this.' It was his vision. Having something that's unique like that is a real plus."

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