



NEW WEST RECORDS ANNOUNCES THE LAUNCH OF NORMALTOWN RECORDS

Label Operations to be based in Athens, GA

Initial Artists Signed Include Kalen Nash, White Violet, Daniel Romano,
Lilly Hiatt and Ronnie Fauss

Los Angeles, CA – May 9th, 2012 -- New West Records is excited to announce the launch of Normaltown Records, a new imprint label based in Athens, GA with a focus on developing emerging artists. The label is named for the musically rich and artist centric neighborhood of Athens. To celebrate the launch of Normaltown, the label's first two Athens based signings Kalen Nash and White Violet will be joined by Juno Award winning artist Daniel Romano for a special show at High Watt in Nashville on June 12th. A limited edition split 7inch will be available to commemorate the label's opening, featuring Kalen Nash's "White Oak" and "Lays Around Lazy" from White Violet. Fans can pick up the 7inch at the show in Nashville and on Kalen and White Violet's tour dates. Both songs are also available for free download at normaltownrecords.com.

"Normaltown allows us to develop and grow young talent without immediate expectations or pressures typical of getting signed," explains George Fontaine Jr, co-founder of Normaltown Records. "We are excited to give emerging artists an opportunity to focus on their music while we provide label support."

The first two releases from Normaltown will be Kalen Nash's *Ukred* (available digitally on May 29, 2012) and *Hiding, Mingling* from White Violet (August 14, 2012.) Albums from Daniel Romano, Lilly Hiatt and Ronnie Fauss will be available this fall.

For further information on Normaltown Records Artists & Releases please visit:
www.normaltownrecords.com

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About New West Records:

New West Records LLC is a wholly independent record label distributed in the United States by RED Distribution and internationally by ADA. With offices in Los Angeles, CA, Athens, GA and Austin, TX the label boasts a number of Grammy[®] award winning artists including Steve Earle, Kris Kristofferson, Tom Morello and Delbert McClinton. In addition, the roster includes Buddy & Julie Miller, Buxton, Corb Lund, Grandfather Child, John Hiatt, Max Gomez, Old 97's, Ponderosa, Robert Ellis, Stephen Bruton, The Drams, The Flatlanders, The Mastersons and Wild Moccasins. The extensive catalogue includes releases from Ben Lee, Benji Hughes, Drive-By Truckers, Dwight Yoakam, Ian Hunter, Jason Isbell, Jordan Zevon, Mark Olson & Gary Louris, Randall Bramblett, Ray Davies, Rickie Lee Jones, Tim Easton, Vic Chesnutt and an extensive selection of CDs and DVDs from the award-winning television program "Austin City Limits." New West Records has also released several movie soundtracks including the Grammy Award winning *Crazy Heart Original Motion Picture Soundtrack*, featuring the song "The Weary Kind (Theme From Crazy Heart)" written by Ryan Bingham and T-Bone Burnett, which won a Grammy, Golden Globe and Academy Award.