



**VETERAN RECORD EXEC JERRY GREENBERG AND IBIZA BASED  
DJ/PRODUCERS THE ARISTOFREEKS  
LAUNCH NEW PACIFIC ELECTRONIC MUSIC LABEL**

**LEGENDARY SINGER KATHY SLEDGE IS FIRST SIGNING  
LAUNCHING IN IBIZA AT THE 16<sup>TH</sup> ANNUAL DJ AWARDS SEPTEMBER 25, 2013**

**(Los Angeles, CA September 25, 2013)** Veteran Record Executive Jerry Greenberg has formed a new worldwide music company, Pacific Electronic Music (PEM) with Ibiza based electronic producing and DJ duo, The Aristofreeks. PEM's first signing is Kathy Sledge, lead singer of Sister Sledge. The company will have headquarters both in Beverly Hills and Ibiza and will focus on releasing electronic dance music with global appeal. It will be distributed globally by Kobalt Music's AWAL distribution arm. PEM will launch the label at the 16<sup>th</sup> Annual DJ Awards in Ibiza on September 25, 2013 with a live showcase of The Aristofreeks and Kathy Sledge performing "We Are Family"

Greenberg who at 32, became the youngest ever major label president when he was elevated at Atlantic Records will serve as Chairman of PEM. At Atlantic Greenberg signed classic rock acts Genesis, Foreigner, and Whitesnake, among others. He oversaw the massive success of both The Rolling Stones, AC/DC and Led Zeppelin, to name a few. In addition to his successes in the rock genre, forming this new company marks a return to Sledge and his dance music roots. Greenberg not only signed Sister Sledge to Atlantic but also engineered their massive success with disco classics like "We Are Family" and "The Greatest Dancer."

He also signed and piloted the success of Chic who produced Sister Sledge and enjoyed massive hits of their own with "Le Freak" and "Good Times." Greenberg signed and oversaw the massive US launch of ABBA and their world-wide smash, "Dancing Queen," he was heavily involved with The Trammps massive single, "Disco Inferno" and later signed Shannon who enjoyed the perennial hit, "Let The Music Play." "Forming a new electronic dance music based company with my new partners and joining up with Kathy again is a natural evolution for me," said Greenberg. "I have always kept myself aware of new music trends but I fell in love with the culture and energy of today's scene after attending the Hard Festival earlier this year," Greenberg proclaimed.

Greenberg's partners in the new venture, DJ/producers The Aristofreeks are comprised of seminal Ibiza based DJ's Lenny Ibizarre and Max Martire some of the hottest live DJ acts in Europe. Max Martire is founder/partner of PEM and named Lenny Ibizarre to run the company as CEO. Legendary Music Industry lawyer, Marvin Katz, of Ministry Of Sound fame, will be the company's outside General Counsel. In addition, Joe Vasconcellos, will serve as company CFO. The company, staffed in both Ibiza and Beverly Hills, have become the first label ever to bridge Ibiza electronic music scene with the most important music industry personalities in history.

The Aristofreeks, who arrived on the notorious party island in the 1990's, pioneered what gave birth to the recent worldwide resurgence of dance and electronic music. They joined forces in 2011, and instantly became a hit among the club crowd. "We are over-excited about collaborating with such

amazing talents as Kathy and Jerry, and we are overwhelmed by the sheer potential of music we are currently producing. These are very exciting times," said the Aristofreeks.

Lenny Ibizarre is the first Ibiza based studio producer and recording artist in history. Every single Ibiza DJ cut their first recordings at his hand. He was the first Balearic artist to sell multi-platinum records in the UK and the first to sign to a major label. He spun music at Pacha, Amnesia, Ku (now named Privilege), Space and Cafe Del Mar throughout Ibiza's historic rise.

Max Martire hit his stride in the early 90's as a DJ at Ibiza's hottest clubs and was instrumental in transforming Space from an unused patio to the ultimate club experience on the island every morning as the plane flew overhead at low altitude. He was the club owners resident DJ of choice at both Amnesia and Space, paving the way for the phenomenon of Ushuaia, a large capacity, outdoor venue in Ibiza that can accommodate thousands of revelers for massive parties, DJ sets and concerts by A-List artists.

Kathy Sledge is a natural fit in today's electronic music scene, singing lead on two of the most beloved, best selling and worldwide recognized dance songs ever produced. Her voice is instantly recognizable to today's fans and she continues to sing her hits to sold-out clubs and packed private appearances worldwide. Sledge stated, "I'm excited to be involved with the electric energy of the PEM Label. Jerry Greenberg, Lenny Ibizarre and Max Martire's enthusiasm and innovation are exceptional! The fact that Jerry Greenberg was one of the first label president's I had the pleasure of working with when I was a teenager recording "We Are Family" is absolutely surreal! I feel like we've all come full circle!" While performing in Ibiza, she will spend time with The Aristofreeks in their state-of-the-art Magic Music Studios putting the finishing touches on fresh tunes; promising to thrill audiences with a few surprises.

**STOP PRESS: Last night The Ibiza DJ Awards announced that Jerry Greenberg would receive the coveted Lifetime Achievement Award for his decades of hands-on shaping the music of generations. Furthermore, the organization also announced that Kathy Sledge will receive the prestigious Outstanding Contribution Award for her work both inside and outside the music industry.**

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