



MATT O'BRIEN SEROTONE

Label – REKIDS / OFF-KEY INDUSTRIES

Catalogue Number – REKIDS010

Distribution – AMATO

www.rekids.com

- In a joint venture with Off-Key Industries, Rekids celebrate of one of the defining tracks of the year!
- Brand new mixes from Radio Slave and Matt O'Brien himself.
- Available on clear vinyl.

"When I heard 'Serotone' the first time at Hardwax in Berlin, I was shocked that someone was using these rave pre-historic techno sounds together with a Chicago-like shuffle groove... so I put off the needle and went on to the next record... but something made me curious and interested... I played it from the beginning again... sometimes things you thought to be opposite are creating together a special magic atmosphere... complementing each other to a completely fucked up totally weird track able to be played at any time in every known weekend club therapy session..." - **Ricardo Villalobos**

'Serotone' is without doubt one of the finest and most unique productions this year. An underground anthem from Berlin to London to Ibiza. With this in mind, Rekids felt it necessary to give it another push and in a joint release with Off-Key Industries, there is now a glorious extended 12 minute version by Matt O'Brien and a stunning remix by Matt 'Radio Slave' Edwards, who as ever delivers an endless groove.

2006 has been a great year for Rekids, starting with the mighty 'My Bleep' at the start of the year, featuring a remix from Alter Ego's Roman Flugel. The label has gone on to work with Jesse Rose, Toby Tobias, Prins Thomas, Mr G, Spencer Parker, Ripperton, Luke Solomon and Claude Von Stroke. Now in their 10th release with Matt O'Brien, Rekids are shaping up to be one of the most exciting labels for 2007 and it's great to see another UK imprint establishing themselves alongside the leading German labels.

For more information on Matt O'Brien and Rekids please contact:

Press: Leo Walton at the Darling Department on 020 7240 5710 / leo@darlinguk.com

Radio: Leo Greenslade at the Darling Department on 0207 240 5710 / greenslade@darlinguk.com

the darling department ltd 4th Floor, 19 Denmark Street, London WC2H 8NA

t: 020 7379 8787 f: 020 7379 5737 info@darlinguk.com www.darlinguk.com

Directors: Edward Cartwright Daniel Stevens