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Thomas Rusiak and S56 Recordings choose BlueFactory for Mobile Promotion

BlueFactory, the Sweden-based provider of solutions based on mobile technology and user behaviour, has been contracted by the Swedish Record Company S56 Recordings to deliver mobile service packs for promotion of artists and new record releases.

The first artist to go mobile is Swedish hip hopper Thomas Rusiak, with the release of his new album "In the sun". The mobile services are launched on the site www.rusiak.com, where fans are invited to a secret zone. In the zone they can pre listen to tracks and look at video clips before they are commercially launched. They can also communicate with their idol and download mobile goodies – logos, ring tones and coupons. The secret zone is accessed with a personal password that is easily ordered via premium SMS.

"As experts in mobile marketing, it is natural for us to work in the field of artist promotion. The mobile phone offers new possible revenue streams for the record industry in a cost-efficient way." says Per Holmkvist, VP BlueFactory Studios.

The artist package consists of a promotional web site, with premium SMS payment for locking up the secret zone, downloadable logos and ring tones, mobile competitions, mobile coupons and member registration service.

"Our target audience is young and trendy, which fits perfectly with using the mobile channel for marketing our artists" says Henrik Steiner, Marketing Director S56 Recordings.

Thomas Rusiak is the first of a string of artists to be promoted via the mobile phone. BlueFactory's mobile package will be re-used again and again by S56 Recordings, just by adding new content for each artist and record launch.

For more information, please contact:

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About BlueFactory

BlueFactory provides solutions based on mobile technology and user behaviour. The company is headquartered in Stockholm, Sweden, and has offices in Hong Kong and Chicago. For more information and press photos, please visit www.bluefactory.com.

About S56 Recordings

S56 Recordings is a Swedish Record Company with artists Thomas Rusiak, Baxter, Spottrunnaz among others. Please visit www.s56.com.