



TANZANIAN SONGBIRD NAKAAYA SIGNED TO SONY MUSIC ENTERTAINMENT

An icon of contemporary Tanzanian music, Nakaaya, has been signed to Sony Music Entertainment. Among the record label's well-known subsidiaries are Columbia Records, RCA Records and Epic records, just to mention a few. Nakaaya, who has acquired a large following and growing fan base across the region, now makes history by being the first East African artist ever to be signed to the second largest record company in the world. The company's roster includes internationally-acclaimed artists such as Alicia Keys, Beyonce, Britney Spears, Celine Dion, Chris Brown, Sean Kingston and many more.

The signing took place when Nakaaya was attending the "Music's Relevance in Third World Countries" Conference, in Copenhagen, Denmark, in late 2008. Sony Music Entertainment spotted the Tanzanian artist during an interview with "Deadline," on the prominent Danish television channel, "DR2," and immediately sought to sign her up for a recording deal.

"We are very excited by having signed Nakaaya to our company. She's an extremely talented artist and we look forward to working with her in the future", comments Peter Groenbaek, Sony Music, on the signing.

After having burst onto the Tanzanian and East African music scene just two years ago, Nakaaya's popularity and recognition as one of the Region's top artists continues to grow, and her being signed by a major player in the international music business is a milestone for her career and the East African music industry as a whole. This historic signing is also a testimony to her talent and capability.

The lyrical content of Nakaaya's music is inspired by social issues that have on-the-ground relevance to Tanzanian, East African and indeed African audiences, with a particular skew towards women and the plights of their everyday lives. Her musical style is influenced largely by Hip Hop, R&B and some Afro flavour, and is essentially a well-rounded depiction of Bongo Flava.



SONY MUSIC