

FOR IMMEDIATE RELEASE - 28th January 2009



SAVAGE SWINGS INTO RECORD BOOKS WITH 1.5 MILLION SOLD!



SAVAGE RETURNS HOME TO RELEASE NEW ALBUM *SAVAGE ISLAND* – FEB 23rd EXCLUSIVE “SAVAGE ISLAND” THEMED RAINBOW’S END EXTRAVAGANZA – FEB 28th

After a groundbreaking year in the US with Savage based between New York and LA pursuing his musical dream, Universal Republic and Dawn Raid Music are pleased to announce that Savage has made history with over 1.5 Million in combined digital singles making ‘Swing’ the highest selling NZ single in US history – and it’s still selling over 25,000 units a week as you read!

The sales milestone is a first for New Zealand and the Dawn Raid Music Label and is a unique and refreshing breath of air for the local music community that highlights the positive changes in the music industry focusing on digital and physical growth on a global scale. The 1.5 million singles sold comprise over 1 million digital singles (Platinum) and over 500,000 ringtones / mobile content (Gold).

Of the success Andy Murnane, CEO of Dawn Raid Music, says “after a decade of making and picking hits for the New Zealand and Pacific market, we’re extremely positive about the future and humbled to have achieved such a historical milestone at a crucial turning point in the music industry and we thank every Savage fan from around the world for helping us continue to prove that Urban Polynesian music can sell on a world stage.”

This outstanding achievement is boosted by the charismatic MC’s return home for the official local release of his debut US album *SAVAGE ISLAND* on February 23rd. To celebrate the release, a “Savage Island” themed extravaganza will be held at the iconic Rainbow’s End fun park in Manukau City on Saturday February 28th in partnership with Mai FM.

Since his initial debut on the US charts Savage has spent over 35 weeks in the US Billboard charts, making historical chart positions on multiple formats including Hot 100, Hot Digital 100, Pop 100, Hip Hop & R&B 100 and Rhythmic 100. Savage soared to the upper tier of the US iTunes chart (reaching #6) and the Rhythm Crossover radio chart (where ‘Swing’ became the # 1 most added).

The Samoan star, who hails from South Auckland, began to garner cult-hit status as ‘Swing’ won over music and movie fans thanks to its placement in the pivotal bar scene in the 2007 hit movie

"Knocked Up." In true Kiwi fashion, some fast thinking from local label Dawn Raid allowed for a backdoor styled entry onto the US iTunes sore that resulted in a fierce major label bidding war that culminated with a signing to Universal Republic, New York.

So it's been an exciting year for our local-boy-done-good, but for now Savage is happy to be home to share his success with fans and family before returning to America in March. He begins an extensive six week promotional run in New Zealand and Australia next week to support the knock-out new album *SAVAGE ISLAND* and the themed Rainbow's End album release party which will also feature label mates, Devolo, Mareko and Sweet & Irie.

To top it all off, Savage's brand new Single 'Wild Out (Chooohooo)' featuring Platinum US star Baby Bash is available now!

Savage is available for interviews in support of *SAVAGE ISLAND*

Please contact a member of the Universal Music team to secure time with New Zealand's hottest musical export!

THE ALBUM *SAVAGE ISLAND* IS AVAILABLE FEBRUARY 23rd

www.myspace.com/savagedkonz
www.dawnraid.co.nz

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