



CREATE MUSIC GROUP

CREATE MUSIC GROUP SIGNS DEAL WITH DUBSTEP PRODUCER SUBTRONICS' LABEL CYCLOP RECORDINGS

FIRST RELEASE IS HIGHLY ANTICIPATED SINGLE "GRIZTRONICS II"

(LOS ANGELES, CA - date here, 2021) **Create Music Group**, the fastest growing privately held music and media company in the U.S., has signed a global distribution deal with **Cyclops Recordings**, the label founded by **Jesse Kardon**, better known as **Subtronics**, one of the most successful dubstep artists in the world.

The first release under this new deal is a second collaboration between Subtronics and multi-genre electronic producer and musician **GRiZ**, "Griztronics II (Another Level)" distributed by Create Music Group's **Label Engine** platform. Label Engine is a suite of music distribution and monetization, accounting and promotion tools for Independent Record Labels and Artists. The new track is a follow-up to the Subtronics/GRiZ hit "Griztronics," which to date has amassed over 30 Million streams on Spotify alone and peaked on *Billboard's* Hot Dance/Electronic Songs at the No. 9 position in late 2019. The song has been played and celebrated by fans at music festivals all over the world, and remixed by many artists in live sets such as LSDREAM, SVDDEN DEATH, Dirt Monkey, SLANDER, and more. It's become a staple at shows and fans have highly anticipated the release of "Griztronics II ((Another Level))."

The new single was released on Friday, November 19 and already has over 815,000 streams, along with placements on multiple playlists. The song is currently featured in Bass Arcade on Spotify, Fresh Pressed on SoundCloud, Best New Tracks on Apple Music, Fresh EDM on Amazon Music, and many more. His Spotify Followers have grown 32% in the last year and he has a growing amount of collabs with artists like marshmello, Excision, Slander, Sullivan King and more. GRiZ's recent album *Rainbow Brain* has over 23 Million streams and he has several high profile upcoming shows, including his annual GRiZMAS and his new two-day festival Space Camp.

"Subtronics is taking over the electronic scene and we're so excited to work with him on his label," said Tommy Garcia, Head of Dance/Electronic music at Create Music Group. "Subtronics and Cyclops has a roster of impressive music in the pipeline and we're excited to get to work with him and his team."

"As we continue to grow Cyclops, we need a partner with the technology and muscle to ensure our music gets heard by the largest possible audience," said Jesse Kardon (Subtronics). "GRiZ and I are excited by the response to our new track and hope it continues to draw in new fans."

Subtronics can be streamed on all streaming platforms including [Spotify](#), [Apple Music](#), [Amazon Music](#), [SoundCloud](#), [Pandora](#), and more.



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About Create Music Group

Established in 2015, Create Music Group is a data-driven media and technology company focused on empowering artists and creators. Named #2 on the Inc 5000 Fastest Growth Companies in America in 2020, its industry-leading platforms enable rights holders, distributors, artists and brands to identify and secure monetization opportunities and build new audiences. The company works with superstar artists, major and independent record labels, and global media brands including Jennifer Lopez, Marshmello, and PepsiCo. It operates a number of media networks including Label Engine, one of the largest independent music distribution platforms in the world, with over 25,000 artists and 5,000 label clients; and Flighthouse, a digital entertainment and marketing agency focused on Gen Z, which has more than 28 million followers on TikTok. Create Music Group is based in Hollywood, CA and has 200 employees worldwide.