

mlu

MLU WHITE PAPER

www.mlumusic.com





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www.mlumusic.com

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AIRPLAY DIRECT SITE

www.mlumusic.com

Mlu

R&B / Pop / Soul

Location:
AUSTRALIA-OCEANIA: Australia : New South Wales

Record Label:
Blue Pie

Website:
myspace.com/1mlu

AirPlay Direct Link:
AirPlayDirect.com/mlu

MUSIC

Crazy Love
Genre: R&B
MP3 (04:04) [9.31 MB] [DOWNLOAD](#)

Not Ready
Genre: R&B
MP3 (03:43) [8.5 MB] [DOWNLOAD](#)

Do You Right
Genre: R&B
MP3 (05:28) [12.51 MB] [DOWNLOAD](#)

Biography
Born in South Africa (Durban) in a traditionally rich Zulu heritage, Mlungisi was raised by a family highly influenced in Gospel Music. His professional journey in the music industry, started when he recorded a live album with Joyous Celebration 2 and was a featured soloist. This is South Africa's largest Choir and a multiple award-winning project at the South African Music Awards (SAMA Awards).
He gained a lot of experience within the recording industry while working in studio sessions and as a backing singer for many internationally award-winning projects. He also performed live with a number of platinum selling South African artists around this time, such as Sibongile Khumalo, Rebecca Malope, Vuyo Mokoena.
Mlungisi then worked with internationally acclaimed songstress "Miriam Makeba" (aka Mama Africa). As they toured around Europe and America, influences of Afro music and Western sounds were combined, which is evident in Mlu's own sound. "It was through this experience that I learnt a lot about the rest of

3 RADIO CREDITS
[What's This](#)

Members:
Mlu

Sounds Like:
Maxwell, Craig David

Influences:
Craig David, Michael Jackson, Maxwell

AirPlay Direct Member Since:
08/10/09

Profile Last Updated:
10/19/09 23:45:25

Personalised Page
for Artist + URL

The three tops
tracks of the Artist
are uploaded for
radio to download

Links to Artist
Press,
Discography,
Photo
Gallery, Tour
Dates, and
MySpace

Latest Artist bio
and information
on the artist



ARTIST FIRST STORE

www.mlumusic.com

Fans can use
Vouchers to
Purchase Tickets


Welcome to the MLU store.

Your Info:
 Country: [Please Select] [CHANGE](#)
 Mobile Network: [Please Select] [CHANGE](#)
 Got a PIN via SMS to redeem for download?
 [SUBMIT](#)

[Click here to return to the MLU site.](#)

ALBUMS **SINGLES**

MLU - Music Love An Unity

 Born in the city of Durban in South Africa, the home of rich culture and heritage, MLU has been singing and performing since very early age!!! On his Buy his debut album 'Music Love an Unity' NOW!!!

Released: 01/01/2009
Cat Number: BPP2596

Digital

Track	Title	Preview	Format	Quick Buy (\$M)	Regular Buy
All	Complete Album	-	zip	Choose Country	Choose Country
Audio					
1	Do You Right	REVIEW ►	mp3	Unavailable	Choose Country
2	Crazy Love	REVIEW ►	mp3	Unavailable	Choose Country
3	Not Ready	REVIEW ►	mp3	Unavailable	Choose Country
4	Do I Do	REVIEW ►	mp3	Unavailable	Choose Country
5	Can't Compare	REVIEW ►	mp3	Unavailable	Choose Country
6	Miss You	REVIEW ►	mp3	Unavailable	Choose Country
7	Tell Me	REVIEW ►	mp3	Unavailable	Choose Country
8	So Beautiful	REVIEW ►	mp3	Unavailable	Choose Country
9	Different Melody	REVIEW ►	mp3	Unavailable	Choose Country
10	Nobody	REVIEW ►	mp3	Unavailable	Choose Country
11	Shosholoza	REVIEW ►	mp3	Unavailable	Choose Country

Brief Description
on Artist

Track Listing of
Releases, for Fans
to Preview and
then Purchase
around the Globe

mlu ARTIST BIO

www.mlumusic.com

An Artist Bio is Designed and Laid out in Two Pages

Custom Header
Representing the
Artist

Bio Content

Featuring Latest
Release and all
Details of this
Release

Artist Links to All
Sites

Mlu

Born in South Africa (Durban) in a traditionally rich Zulu heritage, Mlungisi was raised by a family highly influenced in Gospel Music.

His professional journey in the music industry, started when he recorded a live album with Joyous Celebration 2 and was a featured soloist. This is South Africa's largest Choir and a multiple award-winning project at the South African Music Awards (SAMA Awards).

He gained a lot of experience within the recording industry while working in studio sessions and as a backing singer for many internationally award-winning projects. He also performed live with a number of platinum selling South African artists around this time, such as Sibongile Khumalo, Rebecca Malope, Vuyo Mokoena.

Mlungisi then worked with internationally acclaimed songstress "Miriam Makeba" (aka Mama Africa). As they toured around Europe and America, influences of Afro music and Western sounds were combined, which is evident in Mlu's own sound. "It was through this experience that I learnt a lot about the rest of the world. I learnt that in music there are no boundaries, and realised that 'the world is waiting', and we ought to be ready and take charge to inspire."

Mlungisi of Umfazi came to Australia as an original cast member of the Broadway musical production of the Lion King in 2003. Here he fulfilled a role as cast ensemble and featured soloist. "I had a beautifully enriching and developing experience."

Mlu moved to London in 2007. Here he had the opportunity to perform the lead in Jason Robert Brown's "Songs For A New World" in the West End, and as part of the Edinburgh Fringe Festival in Scotland. Mlu got amazing reviews from mesmerised fans in all local papers in Scotland and was made to believe once more, "the world really is waiting."

Mlungisi has now entered a chapter in his life, where he has to unmask and head for the centre stage. It was a matter of time. He has always been a sensational songwriter with immense passion to his craft, and effortless exquisite vocal abilities which will not fail to wow any crowds.

Mlu has just finished his debut album (Music Lovin' Unity), in which he worked with a number of different producers around the world, thus ensuring a completely unique variety of textures, that includes the likes of 80 Morton (a Grammy award winning producer for India Arie, Jugged Edge, Jermain Dupree, Monica).

This album is set to up the level of Rhythm and Blues, Soul and Afro music. Look out for the true talent the world is about to discover. 1st single (Do you Right) is blazing in Southern Africa and topped charts on the biggest national radio chart show, Metrofm Top40. Brace yourself and be ready for this rare treat, coming your way!! God Bless.

ALBUM RELEASE:

TITLE: Music, Love, Unity
GENRE: R&B
CAT NO.: BPP008
UPC: 781
RELEASE DATE: 01/08/09

COPYRIGHT: © Copyright 2009 Blue Pie
PUBLISHER: © Blue Pie 2009

Track Listing:
01. Do You Right
02. Crazy Love
03. Not Ready
04. Do I Do
05. Can't Compere
06. Miss You
07. Tell Me
08. So Beautiful
09. Different Melody
10. Nobody
11. Shoutalot

ARTIST WEBSITE:
www.mlumusic.com

ARTIST MYSPACE:
www.myspace.com/mlu

RADIO AND MEDIA:
All radio and media can download the latest tracks from Mlu's "Air Play Direct" site
<http://airplaydirect.com/music/mlu>

DISTRIBUTION:
Blue Pie Pty Ltd
GPO112 Unit 20
112 McEvoy Street
Alexandria NSW 2015
Australia
www.bluepie.com.au

HGM Distribution Pty Ltd
PO Box A1437
Sydney South
NSW 1235 Australia
www.thegroovemerchant.com

Mlu is part of the Blue Pie family of artists. For more information on Blue Pie visit: www.bluepie.com.au

mlu

ARTIST BIO

www.mlumusic.com

An Artist Bio is Designed and Laid out in Two Pages

Quotes

"This is magic. There is not a bad track on the album. Downloading this record is like discovering Maxwell for the first time. He has magic within his voice. MLU will, no doubt, be huge."

"You will absolutely love this album! Every song offers something different and displays a hit quality. It's only a matter of time before MLU explodes onto the scene and this album the perfect launching pad."

"If you're not a fan of R&B, you will be after listening to this album. The reviews are correct this is a terrific album. MLU delivers such good energy and leaves us eager for more."

Video

Mlu is available to watch at the following sites:

rage www.abc.net.au/rage **MUZU** www.muzu.tv

video hits www.videohits.com.au **YouTube** www.youtube.com

Mlu - Available at all good digital retailers

amazon.com

CONTACT:

Record Label & Publishers
Blue Pie TM Pty Ltd
EXPO112 Unit 20
112 McEwen Street
Alexandria NSW 2015 Australia
e: sales@bluepie.com.au
p: 612 9310 0155
f: 612 9310 0166
w: www.bluepie.com.au

Press and Media
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e: pr@bluepie.com.au
p: 612 9310 0155
f: 612 9310 0166
w: www.bluepie.com.au

mlu

Quotes and
Reviews
From the Industry

Links to Popular
Place: Where
you can view the
Artists Videos

Contact Details

mlu

COMP CARDS

www.mlumusic.com

Comp Cards are Designed to be used for Media.
They Feature the Artist, their Logo, Website and MySpace Sites.





MLU AMC Log In Page

A screenshot of the MLU AMC Log In Page. At the top, there is a blue banner with musical notes and a portrait of a man, with the text '4 You 2 Njoy!'. Below the banner is a login form titled 'Blue Pie Authority Login'. The form contains fields for 'Username' and 'Password', a 'Remember me' checkbox, and a red 'SUBMIT' button. Below the form, a small disclaimer states: 'Session may be terminated if inactive for a long period. Upon termination, please login again to use Blue Pie Management Central.' At the bottom of the page, there is a footer with copyright information: '© Blue Pie TM 2009' and 'Web work by Magic Blue Creative. www.magicbluecreative.com'.

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www.mlumusic.com

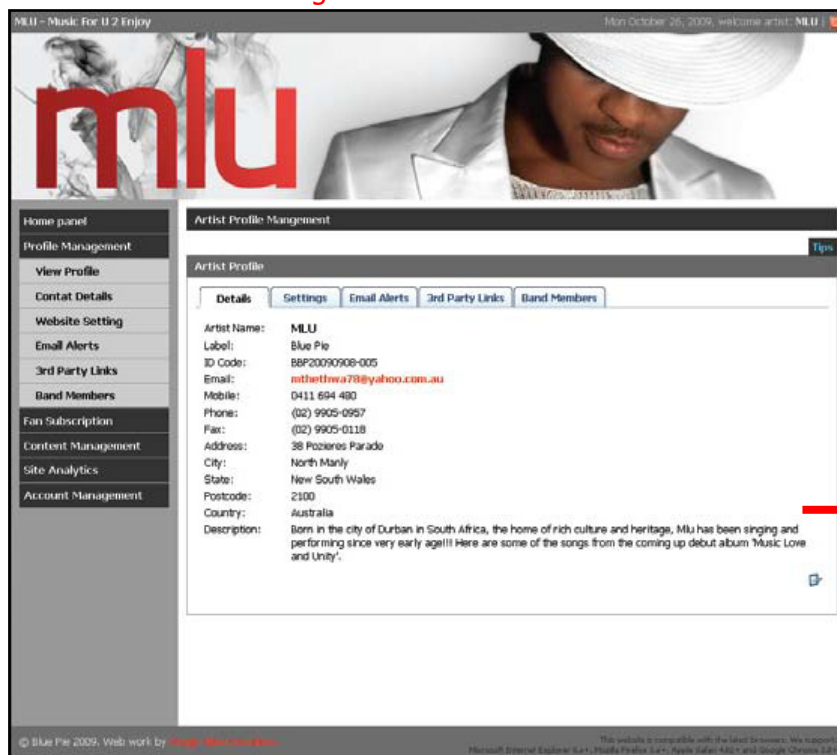
MLU Console Home Page



Personalised Artist Header

Quick Icon Links to:
Artist Profile
management
features, content
management, fan
club management
and site analytics

MLU Console Details Page



Artist Profile:
Lists out all Artist
details including all
contact details

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www.mlumusic.com

MLU Console Edit Details Page

MLU - Music For U 2 Enjoy Mon October 26, 2009, welcome artist: MLU

Artist Detail Management

Artist Details

Artist Name: MLU
 Label: Blue Pie
 ID Code: BBP20090908-005
 Email: mthethwa76@yahoo.com.au
 Mobile Number: 0411 694 480
 Phone Number: (02) 9905-0957
 Fax Number: (02) 9905-0118
 Address: 38 Pozieres Parade
 City: North Mankly
 Postcode: 2100
 Current Country: Australia
 New Country: -- Select Country --
 Current State: New South Wales
 New State: -- Australia State -- Other:
 Description: Born in the city of Durban in South Africa, the home of rich culture and heritage, Mlu has been singing and performing since very early age!!!
 Here are some of the songs from the coming up debut album 'Music Love and Unity'.
 Submit

Artist Edit Details:
 Gives the Artist the opportunity to go in and edit any contact details that have changed or been updated

MLU Console Edit Settings Management Page

MLU - Music For U 2 Enjoy Mon October 26, 2009, welcome artist: MLU

Artist Setting Management

Artist Details

Slogan: MLU - Music For U 2 Enjoy
 Website Title: MLU Music
 Website URL: www.mlumusic.com
 Thank you link: www.mlumusic.com/thankyou.html
 New Banner: Browse...
 Submit

Artist Edit Settings Management:
 Gives the opportunity to go in and edit site details

MLU Console Edit Email Alert Page

MLU - Music For U 2 Enjoy Mon October 26, 2009, welcome artist: MLU

Artist Email Alert Management

Current Email Alerts:

Primary Email: mthethwa70@yahoo.com.au
Secondary Email: pr@bluepie.com.au

Update Email Alerts:

Primary Email: Update Primary
Secondary Email: Update Secondary

© Blue Pie 2009. Web work by [Design: Blue Pie Productions](#)

Artist Edit Email Alerts - Gives the opportunity to go in and edit email details

MLU Console Third Party Link Management Page

MLU - Music For U 2 Enjoy Mon October 26, 2009, welcome artist: MLU

Artist 3rd Party Link Management

3rd Party Links:

Link Name	URL	Username	Password
My Space	www.myspace.com/mlu	mlu70@yahoo.com.au	lonking1
You Tube	www.youtube.com/mlumusic	mlumusic	bluepie3
Facebook	www.facebook.com/profile.php?id=100000141762545	mlu.mthethwa@gmail.com	bluepie3
Twitter	www.twitter.com/mlu	mlu.mthethwa@gmail.com	bluepie3
AirPlay	airplaydirect.com/music/mlu	mlu	bluepie

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Artist Third Party Links - Gives Artist a listing of all his/her/their username and passwords to their third party sites such as myspace, facebook, youtube, airplay and twitter.

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MLU Console Band Memembers Page

MLU - Music For U 2 Enjoy Mon October 26, 2009, welcome artist: MLU

Artist Website Link Management

Band Member List:

First Name	Last Name	Role	Email	Mobile	Phone	Action
Mlu	Mlu	Singer, Songwriter	mlu@bluepie.com.au			

Add New Band Member

First Name:

Last Name:

Role:

Email:

Mobile:

Phone:

© Blue Pie 2009. Web work by [Angie Macdonald](#)

This website is compatible with the latest browsers. We support: Microsoft Internet Explorer 8.0, Mozilla Firefox 3.0, Apple Safari 4.0 and Google Chrome 2.0

Artist band Members - List out Band members role and contact details

MLU Console Artist News Page

MLU - Music For U 2 Enjoy Mon October 26, 2009, welcome artist: MLU

Artist News Management

Artist news list:

[View news on artist website](#)

Art work	Title	Content	Cover News
	OCTOBER 2009:	In response to the tragic Tsunami in Samoa on 29th of Sept 2009, Artists have come together to join in supporting this relief in a Pacific Tsunami Relief Concert. This concert will be held on Sat 31st of October 2009 at Sydney Showgrounds. The one and only Mlu will be performing on the day. Check out www.pacifictsunamirelief.com for more information on the event.	<input checked="" type="checkbox"/>
	OCTOBER 2009:	Mlu has again moved 4 numbers up the ladder to number 15 this weekend from last week's entry, on the UK Top 30 Soul Charts/London's Starpoint Radio. Tune in on www.starpointradio.com sat 11am GMT.	<input checked="" type="checkbox"/>
	OCTOBER 2009:	Mlu has moved 4 numbers up the ladder this weekend from last week's entry, on the UK Top 30 Soul Charts/London's Starpoint Radio. Tune in on www.starpointradio.com sat 11am GMT.	<input checked="" type="checkbox"/>

© Blue Pie 2009. Web work by [Angie Macdonald](#)

This website is compatible with the latest browsers. We support: Microsoft Internet Explorer 8.0, Mozilla Firefox 3.0, Apple Safari 4.0 and Google Chrome 2.0

Artist News - List out all news items featured on the Artist website

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MLU Console Artist Gigs Page

MLU - Music For U 2 Enjoy Mon October 26, 2009, welcome artist: MLU

Artist Gigs Management

Artist gigs list:

View gigs on artist website

Art work	Title	Content	Cover Gigs	Action
	LIVE GIGS	Live dates have been booked for Jan, please keep checking website and myspace for gigs coming soon.		

© Blue Pie 2009. Web work by [Purple Blue Productions](#)

Artist Gigs -
List out all Gig items
featured on the
Artist website

MLU Console Free Tracks Page

MLU - Music For U 2 Enjoy Mon October 26, 2009, welcome artist: MLU

View and Edit Artist Setting

Select Artist to view free tracks

Art work	Track Name
	Do You Right
	Crazy Love
	Not Ready

© Blue Pie 2009. Web work by [Purple Blue Productions](#)

Artist Free Tracks -
List all tracks that
will be available for
fans to download
free of charge once
signed into the fan
base

mlu **CONSOLE**

www.mlumusic.com

MLU Console Fan List Page

Fan List Management

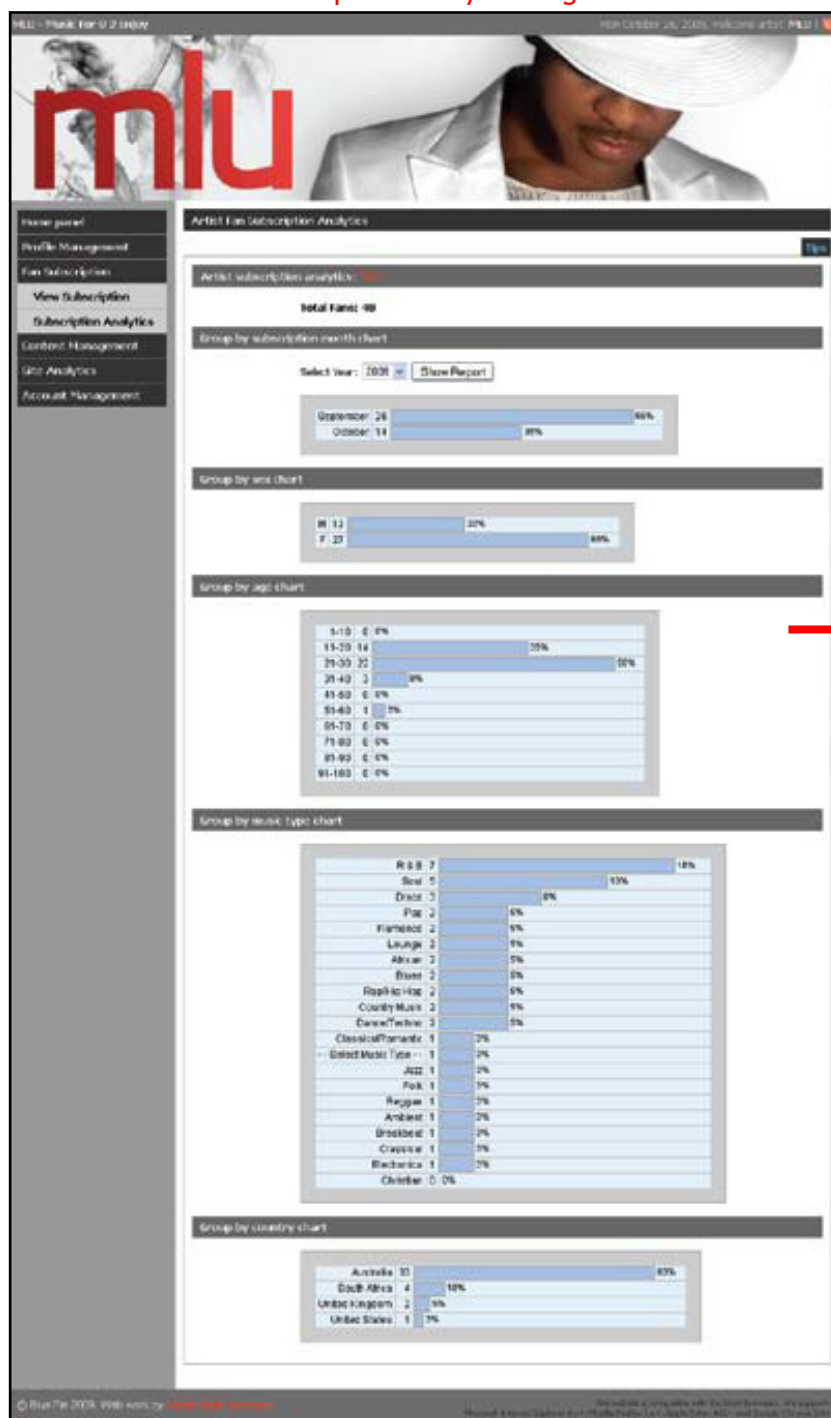
Total Fans: 40

Name	Email	Country	Age	Sex	Music	Remove
Abigail	abigail_gy90n@yahoo.com	Australia	33	F	Blues	✖
Amy Brennan	amy_g20ear.com	Australia	26	F	Pop	✖
Anna	annaecm@opac.net.au	Australia	30	F	Electronica	✖
Asif Khan	asifkhan@yahoo.com	United Kingdom	31	F	Reggae	✖
Ayinda	mitwedi_ajdy@yahoo.com	Australia	33	F	Class	✖
Brayn "The" Ngoye	brngoye@fb.co.za	Australia	17	M	Class	✖
Brooke Corcoran	brookecorcoran@hotmail.com	Australia	26	F	R & B, Soul	✖
Carlynn Lutton	cutlawn@yahoo.com.au	Australia	30	F	Ambient	✖
Chenna Grayson	chenna22@hotmail.com	Australia	34	F	Pop	✖
Dylan White	dylanwhite@yahoo.com	Australia	33	M	Classical/Romantic	✖
Draco	draco@soundbustable.co.za	Australia	17	M	Country Music	✖
Eliza Young	eliza22@yahoo.com.au	Australia	25	F	R & B, Soul	✖
Ellen Young	ellenyoung20@hotmail.com	United States	34	F	Lounge	✖
Kate Taylor	kate.taylor@gmail.com	Australia	27	F	Pop	✖
Khulani Indlovu	khulani24@gmail.co.za	Australia	23	M	Breakbeat	✖
Lerato Mchunz	lerato201@gmail.co.za	South Africa	33	F	R & B, Soul	✖
Lise	lisekier@gmail.com	Australia	34	F	Rap/Hip Hop	✖
Lore Lurie	lurie21@hotmail.com	United Kingdom	30	F	Dance/Techno	✖
Lorraine Molepo	lrmolepo@trading.co.za	Australia	33	F	Country Music	✖
LUKH	luxeuser@live.co.uk	Australia	17	M	Flamenco	✖
Mena	menavitha@gmail.com	Australia	29	M	Lounge	✖
Mays	maya201kuper.com.au	Australia	21	F	R & B, Soul	✖
Mia	miapen@gmail.com	Australia	24	F	Pop	✖
Nichelle	nic_grobovski.com.au	Australia	21	F	R & B, Soul	✖
Nthokulani	guyguy2011@gmail.com	Australia	22	F	Jazz	✖
Nqangizile Mthethwa	ngqizile@gmail.com	South Africa	35	F	Classical/Romantic	✖
Nomoto Muli	nomoto.muli@yahoo.com	Australia	24	M	Flamenco	✖
Ntando	nutha2@yahoo.com	Australia	36	F	Class	✖
precious mofa	preciousmofa@yahoo.com	Australia	17	M	Blues	✖
Sihumbuso	sihumbuso2@yahoo.com	Australia	22	M	Rap/Hip Hop	✖
Sihumbuso Ngqotho	sihumbusongqotho@gmail.com	Australia	33	M	African	✖
Sonangula	sonangulacovis27@gmail.com	Australia	34	M	Class	✖
Suzanne Young	suzanneyoung@gmail.com	Australia	29	F	R & B, Soul	✖
Tatiana	tatiana22@hotmail.com	Australia	38	F	Classical	✖
Tashin Gayman	tygmman@gmail.com	South Africa	22	M	-- Select Music Type --	✖
Vanita	vanitade@yahoo.com	Australia	24	F	Dance/Techno	✖
Zanele	zanele2011@gmail.co.za	Australia	24	F	Class	✖
Zanele Dlamini	zaneledlamini@gmail.co.za	Australia	39	M	R & B, Soul	✖
Zofia	zofia.zofia2@gmail.com	Australia	22	F	African	✖
ZOEWA TOLOLO	zoeolololol@gmail.com	South Africa	22	F	Christian	✖

Page: 1/1

Artist Fan List - List out all fans that have signed up to join the Artist newsletter. It shows fans name, email, country, age, sex, and music they normally listen to

MLU Console Fan Subscription Analytics Page

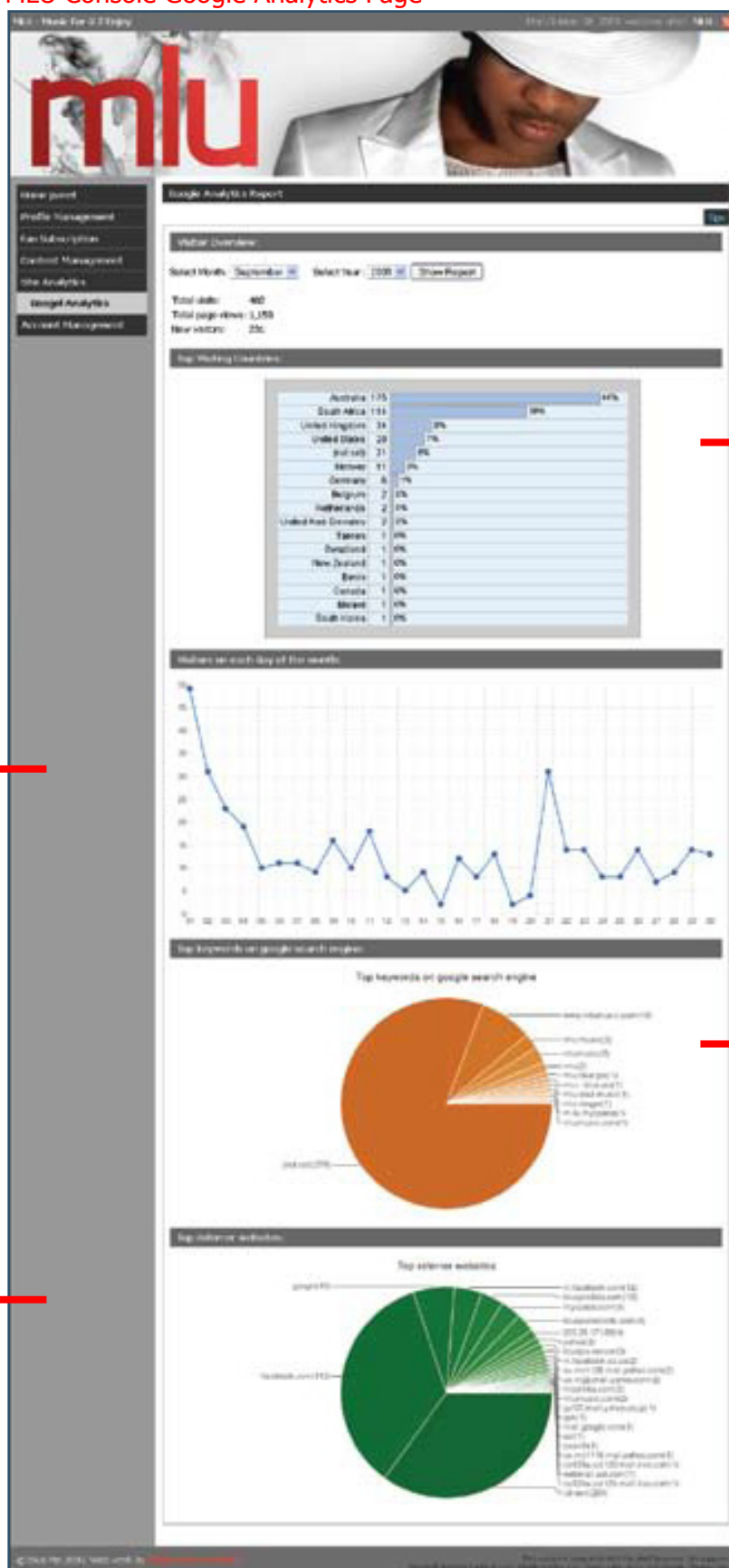


Artist Fan Subscription Analytics - Gives the Artist the opportunity to see who is becoming their fans in a percentage format. Eg: percentage difference between males and females joining the fan base, age group, and country

mlu **CONSOLE**

www.mlumusic.com

MLU Console Google Analytics Page



Percentage of visitors on each day of the month on the website.

Percentage of top visiting countries. Giving Artist the opportunity to see in which country they are getting more clicks into their website.

Top referee website

Top keywords used on google search engine

mlu

COVERS

www.mlumusic.com

MLU Album Cover Design

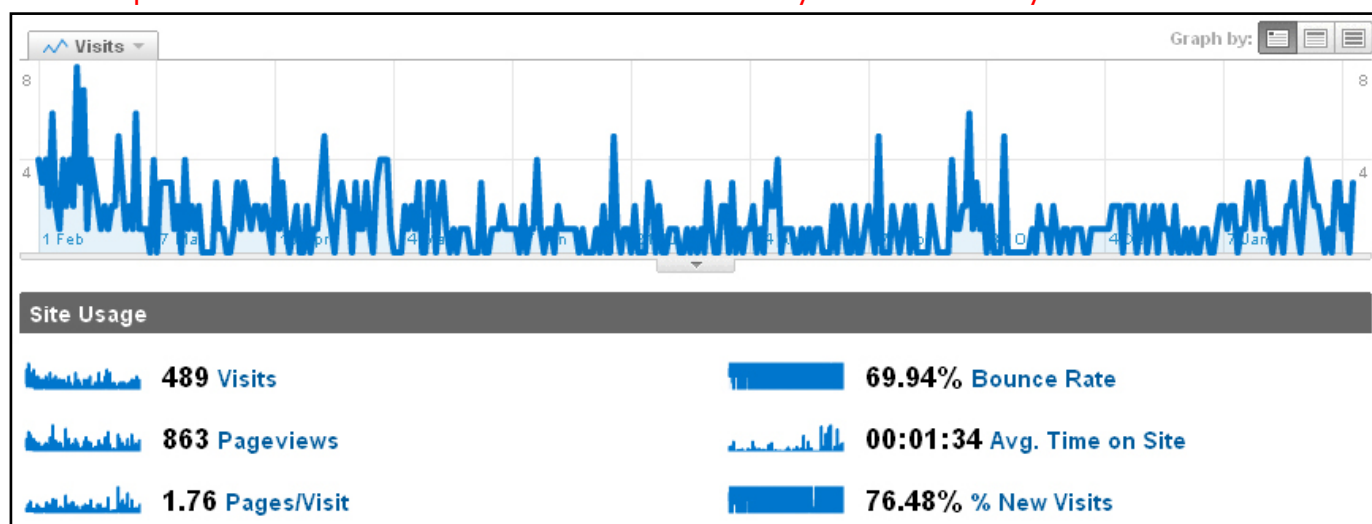




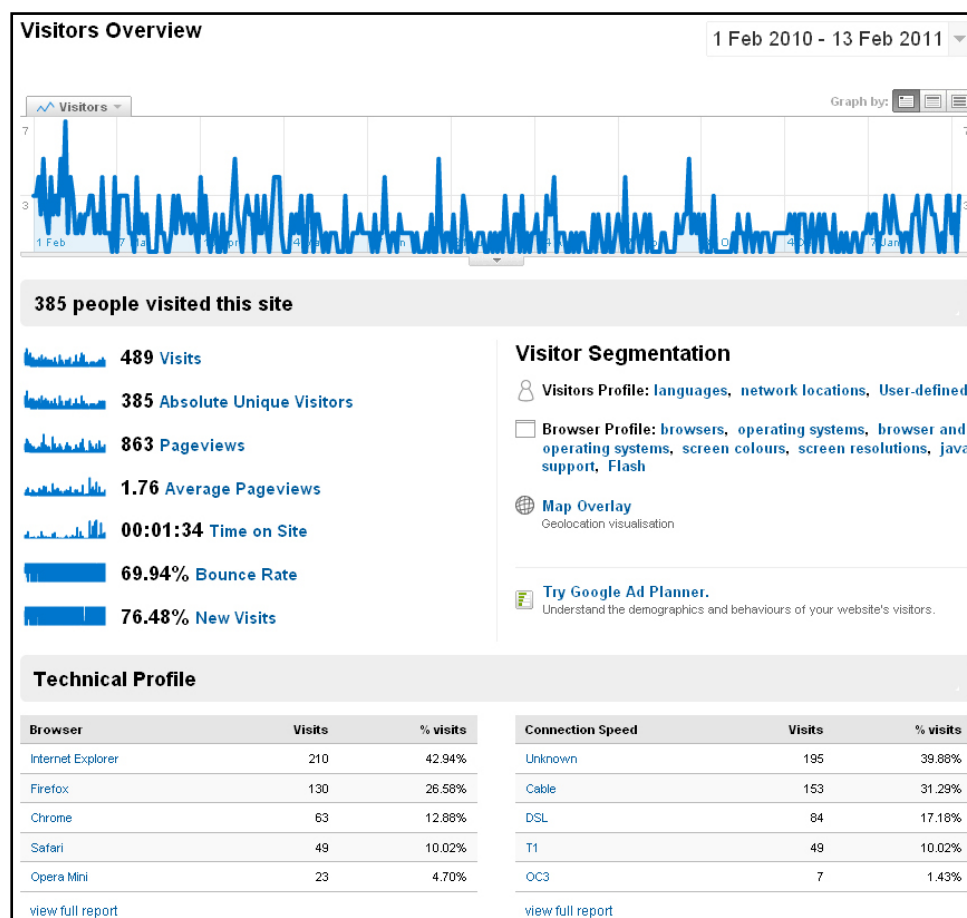
GOOGLE ANALYTICS

www.google.com/analytics

A Bar Graph that Shows the Number of Visitors from February 2010 to February 2011

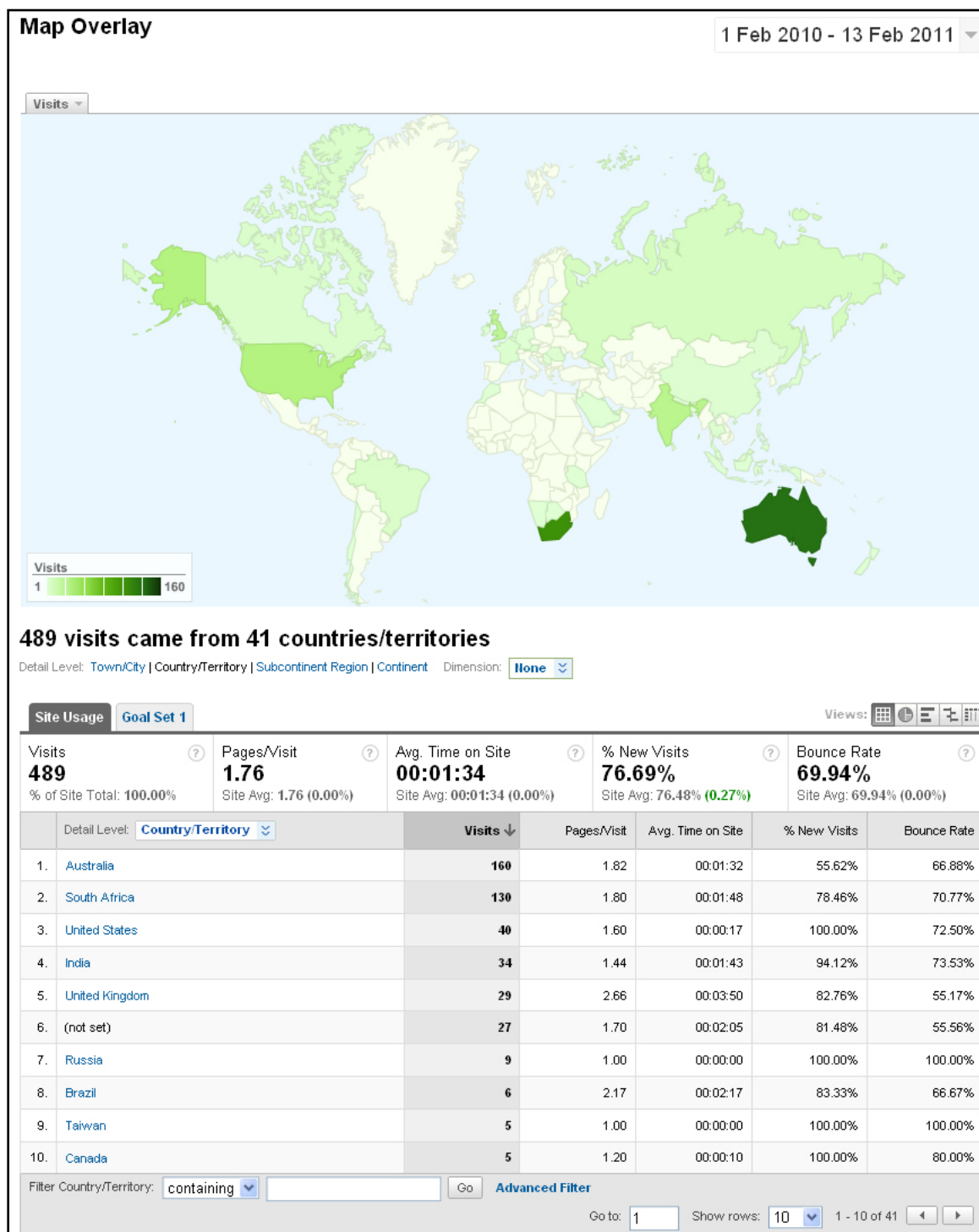


Numerical Analysis of the Site Usage Details



Analysis of Visitors, the Amount of Time they spend on the MLU Website, the Internet Browser they use, and the Connection Speed of the Visitors

Map Overlay - Details of Every Visitors Location

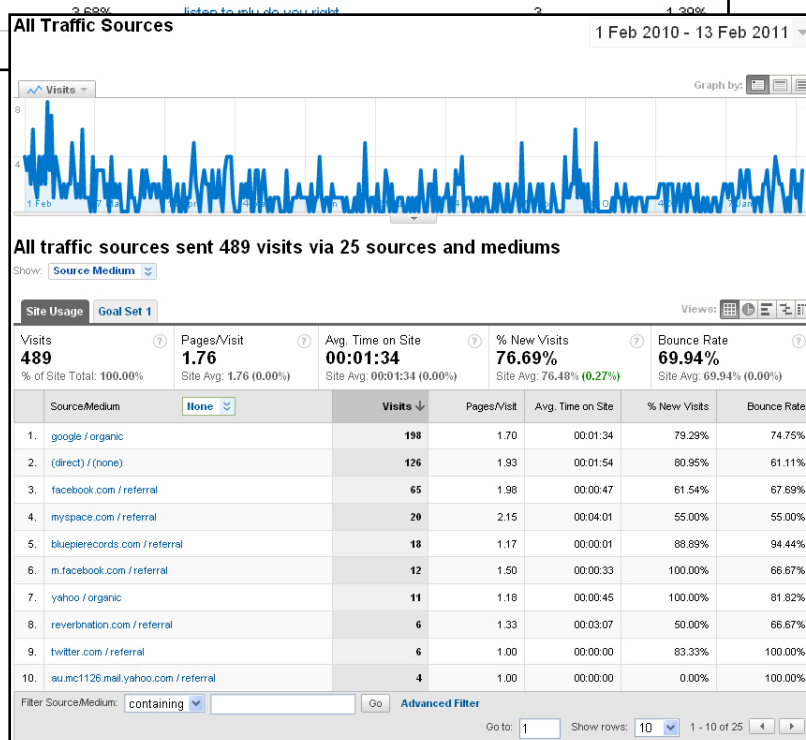
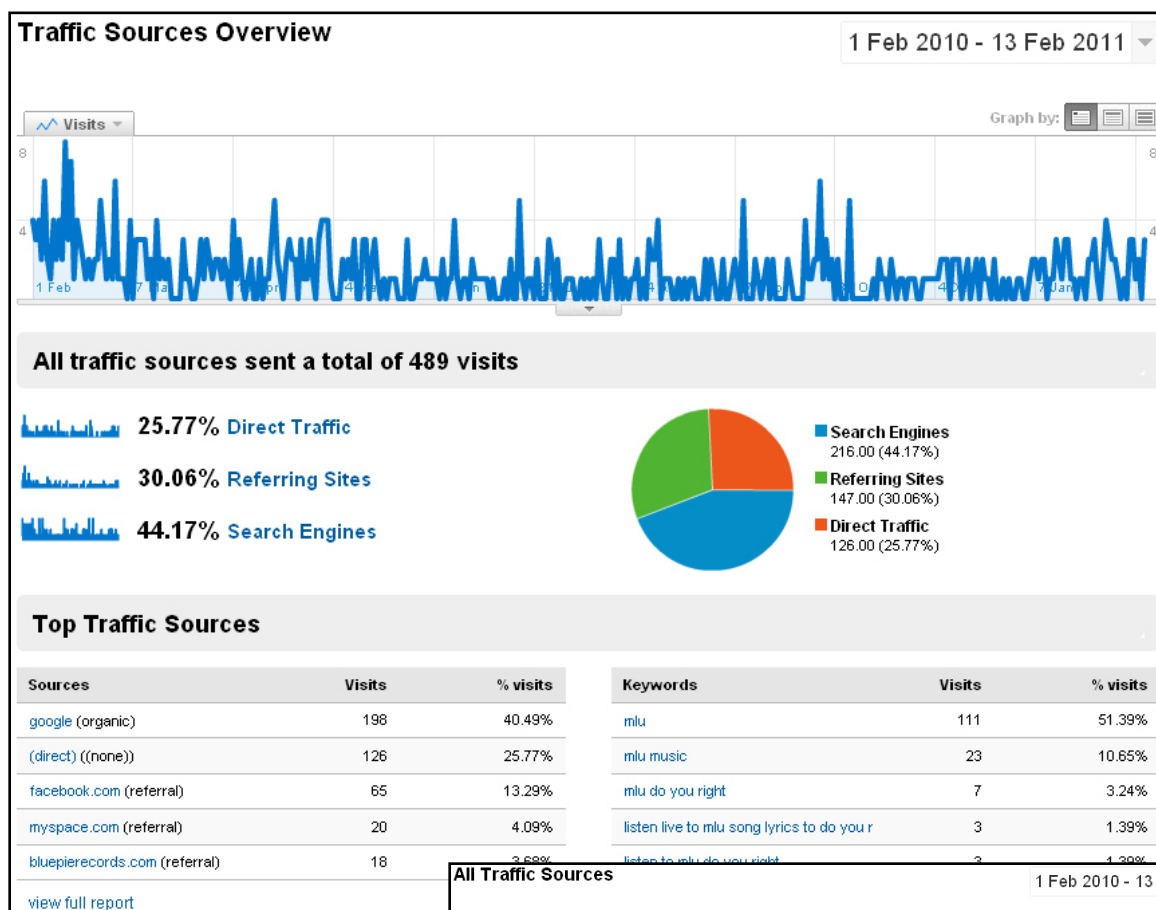




GOOGLE ANALYTICS

www.google.com/analytics

Traffic Sources Overview - Details of Top Traffic Sources and Keywords

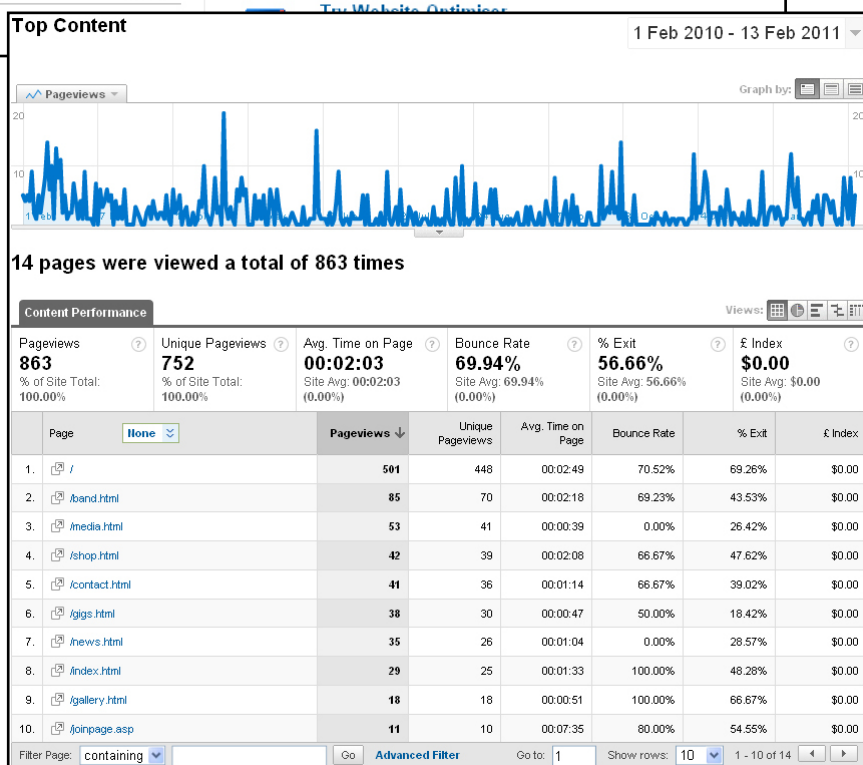
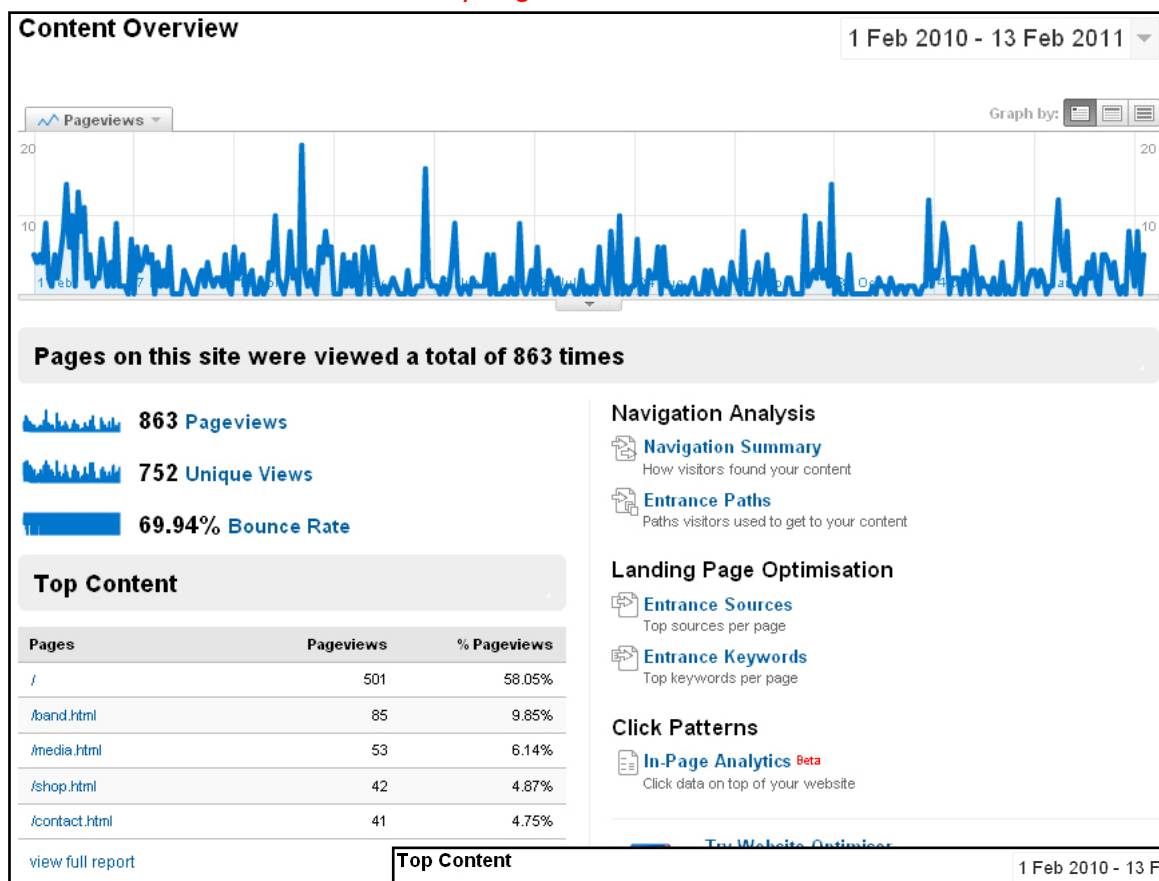




GOOGLE ANALYTICS

www.google.com/analytics

Content Overview - Details of Every Page View Counts





MLU Logo Designed to Suit MLU and Genre. Once the Logo is chosen a Logo Kit is created to be used in All Media.

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MYSPACE SITE

www.mlumusic.com

MLU MySpace Site

Custom Header
Representing the
Artist

All Tracks
Uploaded to
MySpace for
Fans to Listen

General
Information on
the Artist,
Website Links,
Music Genre,
Record Label

When it comes to
Friends, we also
have Social Net-
working Staff who
Boost your Friends
using Friend
Blaster

Latest Photos and
Comp Cards are
Uploaded

The screenshot shows the MLU MySpace profile page. At the top is a custom header image of a man in a white suit and hat. Below this is a navigation bar with links like Home, People, Music, Video, Games, TV, Movies, Topics, More, Help, Sign up, and Login. A secondary bar contains Music, My Music, Music Videos, Charts, Featured Playlists, Music News, Shows, and For Artists. The main profile area includes a sidebar with links to Profile, Music, Photos, Blog, Stream, Friends, Comments, and Badges. The central content area displays a recent post about a new song 'Feeling' by Ink. ms.KODOS, followed by a list of songs: 'Stay Alive' (143 plays), 'So Beautiful' (1737 plays), 'Do you right' (2167 plays), and 'Wasn't Here' (124 plays). Below the songs is a 'General Info' section listing the genre as Afro-beat / R&B / Soul, location as Sydney, New South Wales, Australia, and website as mlumusic.com. The 'Photos' section shows several images, including a man in a hat and a woman. The 'Videos' section is currently empty. On the right side, there are sections for 'Music' (Albums and Playlists), 'Shows & Events' (No upcoming shows/events), and 'Friends (11)' (listing friends like Elisha, Zenya - The S, South Africa, Mr Zux, Jaymirc, Michael Jack, Ron E, Eric Benet, Gregory m, Pee wee Ferr, and LADY BYRD).

mlu

PHOTOSHOOT

www.mlumusic.com

MLU Photoshoots were Organised for Photographs to be used for Media.





PHOTOSHOOT ALT

www.mlumusic.com

MLU Alternative Photoshoots were Organised for more Photographs to be used for Media.



mlu

TWITTER SITE

www.mlumusic.com

MLU Twitter Site

A Customized
Background
and Branding
for Every Artist



When it comes to
Friends, we also
have Social Net-
working Staff who
Boost your Friends
using Friend
Blaster

mlu WEBSITE

www.mlumusic.com

Creative Flash Animation

MLU Website

Airplay Direct Link - Links directly to the Artists customised airplay site, for radio stations to download tracks

YouTube Videos are Embedded into the Site for Fans to View Directly

Twidget - Links to the artist twitter's site, giving fans an overview quickly of the artists tweets

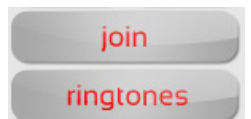
Links to popular radio and television request lines

Listen Button - Links to a customised artist player, that plays the artists tracks



Book Button - Links to where you can email a booking

Join Button - Links to a customised page that lets fans join the artist newsletter



Ringtones Button - Links to a customised artist store where fans can purchase artist ringtones

Regular News Updates are Posted on the Site

Gig Updates are Posted Regularly



mlu

WEBSITE
www.mlumusic.com

MLU Website Custom Player



Easily click and play artist songs

Custom Flash player is branded to the artist for fans to easily be able to listen to the artists songs, which also has links at the bottom going directly to the stores for fans to download these tracks.

Links to Stores

mlu WEBSITE

www.mlumusic.com

MLU Website Join Page



The screenshot shows the MLU website's join page. At the top, there's a navigation bar with links: HOME, NEWS, ABOUT, GIGS, MEDIA, SHOP, CONTACT, YOUTUBE, and MYSPACE. Below this, on the left, is a large image of a person wearing a white hat and a white jacket, with the 'mlu' logo overlaid. To the right of the image is a registration form titled 'Join the Mlu newsletter and get 2 special FREE tracks from Mlu. All you have to do is to register and join and then you will be provided access to the download page to download the tracks.' The form includes fields for Name, Email, Age, Sex, Country (a dropdown menu), and Favorite type of music (a dropdown menu). Below these fields are radio buttons for 'Subscribe' and 'Unsubscribe', and a 'Submit' button. To the right of the form, there are buttons for 'listen', 'book', 'join', and 'ringtones'. At the bottom of the page, there's a section titled 'the request line - we need your support' with logos for MTV, UNEARTHED, TRIPLE J TV, FBI RADIO, CHANNEL [V], UNCHARTED, TRIPLE J, and FASTER LOUDER. A red arrow points from the 'Join Page' text to the 'Submit' button.

Join Page - Links to this form where fans can easily put in their details. These details will go into a database which then we can easily send out the artists fan newsletter. It also lets the fans download two free tracks

mlu

WEBSITE

www.mlumusic.com

MLU Website News Page



The news is updated on a regular basis. The news is setup through a console which we continually maintain and update.

The news page is kept small so fans don't have to scroll down too much. However, we have a link that links through pages of previous news.

mlu WEBSITE

www.mlumusic.com

MLU Website About Page

mlu

HOME NEWS ABOUT GIGS MEDIA SHOP CONTACT YOUTUBE MYSPACE

mlu

listen book join ringtones

Born in South Africa (Durban) in a traditionally rich Zulu heritage, Mlungisi was raised by a family highly influenced in Gospel Music.

His professional journey in the music industry, started when he recorded a live album with Xiyosha Celebration 2 and was a featured artist. This is South Africa's largest Choir and a multiple award-winning project at the South African Music Awards (SAMA Awards).

He gained a lot of experience within the recording industry while working in studio sessions and as a backing singer for many internationally award-winning projects. He also performed live with a number of platinum selling South African artists around the globe, such as Shingile Nkomo, Rebecca Ndlovu, Wynn Ndlovu.

The album and "Parents' House" are being added to FM radio globally. The music video released in conjunction with the single is bringing Mlungisi significant rotation on MuchMusic, MuchMore and MTV Canada. "Parents' House" has since topped major play on commercial and independent radio in Canada and created a solid foundation to launch Mlungisi to the world.

Getting out a pool of successful songwriters, "Parents' House" was selected for the feature track of "Making It Big", a television show that debuted in Spring to over 30 million households across Canada and the United States. With a number of cameo appearances on the series, Mlungisi was given the opportunity to demonstrate his talents to a much larger audience, guaranteeing him the exposure to gain new fans on an international scale.

Coupled with rave reviews and hit songs, the album has been hailed with numerous gold and silver design awards at the New York Festival for CD design and the Art Director of Canada Design Show.

In 2007 the album charted globally and was top 40 on iTunes, went top 40 on the Australian National ARIA chart and went top 20 on the ARI Independent Charts. The album is now of Mlungisi's top creepers for 2008. "There are just so many great tracks in the collection of songs it is hard to pick a favourite" as Mlungisi says.

Mlungisi then worked with internationally acclaimed songwriters "Mlungisi Mlungisi" (aka Mama Africa). As they toured around Europe and America, influences of Afro music and Western sounds were combined, which is evident in Mlungisi's own sound. "It was through this experience that I learnt a lot about the rest of the world. I learnt that in music there are no boundaries, and realised that the world is waiting, and we ought to be ready and take charge to inspire."

Mlungisi of Unleashed came to Australia as an original cast member of the Broadway musical production of the Lion King in 2003. Here he fulfilled a role as cast member and featured artist. "I had a beautifully exciting and developing experience."

Mlungisi moved to London in 2007. Here he had the opportunity to perform the lead in Jason Robert Brown's "Songs for a New World" in the West End, and as part of the Edinburgh Fringe Festival in Scotland. Mlungisi got amazing reviews from mesmerised fans in all local papers in Scotland and was made to believe once more, "the world really is waiting."

Mlungisi has now entered a chapter in his life, where he has to unlearn and head for the creative edge. It was a matter of time, he has always been a successful songwriter with immense passion to his craft, and effortless, exquisite vocal abilities which will not fail to wow any crowd.

Mlungisi has just released his debut album (Mlungisi: Love's Unity), in which he worked with a number of different producers around the world, thus ensuring a completely unique variety of textures, that includes the likes of P D Horton (a Grammy award winning producer for: Sade, Adele, Jazmine Sullivan, Justin Bieber).

The album is set to up the level of Rhythm and Blues, Soul and Afro music. Look out for the true talent the world is about to discover. Let single (Do you Right) be missing in Southern Africa and topped charts on the biggest national radio chart show, (Radio 2000). Show yourself and be ready for the new trend, rocking your way!! Cool Breeze.

bio
Download Bio - August 2008

the request line - we need your support Please request Mlungisi regularly using the links below or simply call. Listen to our tracks, view our video clips and leave your comments!

MTV UNLEASHED TRIPLE J TV FBI RADIO CHANNEL [V] UNCHARTED TRIPLE J FASTER LOUDER

About Page -
Artist bio in text
format for fans/
media to read.

Bio Button -
Links to a pdf
format of bio for
fans/media to
download

mlu WEBSITE

www.mlumusic.com

MLU Website Gigs Page



The gigs page is kept small so fans don't have to scroll down to much. However, we have a link that links through pages of previous gigs.

The gigs are updated on a regular basis. The gigs are setup through a console which we continually maintain and update.

mlu WEBSITE

www.mlumusic.com

MLU Website Media Page

Airplay Button - Links to artist airplay direct site for radio to download tracks.

Bio Button - Links to pdf format bio for fans/media to download.

Quotes Button - Links to a page on the website of quotes and reviews of artist.

Gallery Button - Links to a whole range of images and comp cards of the artists for fans/media to view and download.



mlu

WEBSITE

www.mlumusic.com

MLU Website Gallery Page

Thumbnails of comp cards of the artist. Once you click on these thumbnails it will open a page with the full size comp card for fans to download/view.



Thumbnails of images of the artist. Once you click on these thumbnails it will open a page with the full size image for fans to download/view.

mlu

WEBSITE

www.mlumusic.com

MLU Website Shop Page



Displays all
releases of the
artist

Links to the artists
link on most
popular music
stores for fans to
go directly to
purchase the
release.

mlu WEBSITE

www.mlumusic.com

MLU Website Contact Page



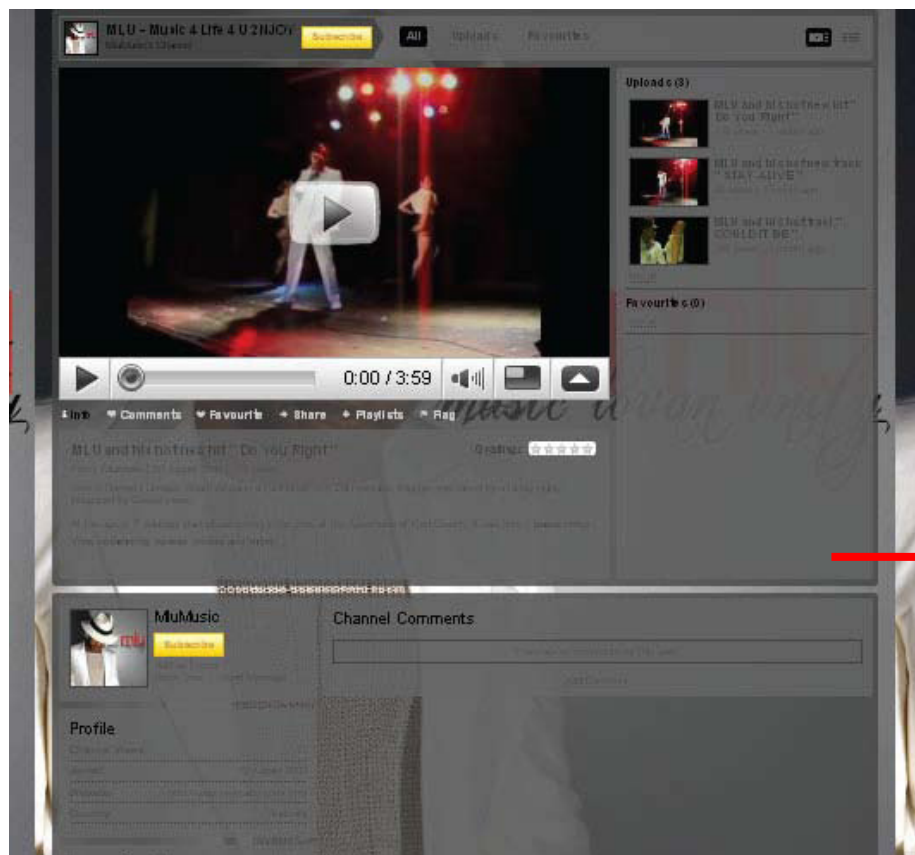
List all contact details from record label, press & media and management. With icons going directly to the websites of the company.

mlu

YOUTUBE SITE

www.mlumusic.com

MLU YouTube Site



Branded artist
YouTube channel
with all of the
artist videos
posted up.



MAJOR ACHIEVEMENTS RADIO

www.mlumusic.com

2009 Starpoint Radio Top 30 Chart

TOP 30 CHART		October 24, 2009	
1 (1)	Eric Roberson - Borrow Your Oiling/How Could She Do It/Howard Gint/Dead to Down		
2 (2)	Ashai 22 presents Imperial/Various Artists - Pair Ray/Do You Wanna Think About It/The Reason/Ready For Love		
3 (3)	Candiceann ft Tony Momella - Give Love A Chance		
4 (4)	Victor Hayes - Fallin' You Won't Make Me Cry/2nd Opinion		
5 (3)	Contemporary Soul Songbook/Various Artists - I'm Staying Home Tonight/Tongue Tied/Phenomenal Woman/Living For Today		
6 (13)	Alister Tribute To Mase/Various Artists - Silky Soul/We Are One/Can't Get Over You/I Wanna Thank You		
7 (9)	Adina Howard - What Do I Do		
8 (10)	Poo ft Mirjam - Everything Must Be Love		
9 (5)	George Benson - Family Reunion/How Me The Love/Come In From The Cold/Exo Beat/One Like You		
10 (12)	Low-D - You Bring The Change		
11 (7)	The Tim Terry Experience - Cosmos		
12 (16)	Rok - Tell The World		
13 (8)	Smokay Robinson - You're The One For Me/One Time/That Place/Love Bath/You're Just My Life		
14 (20)	Soul Discovery/Various Artists - Still In My Heart/Don't Give Up On Me/Run/How Can You Say You Love Me		
15 (19)	MLU - Wasn't Here		

MLU's new single "Wasn't Her" reached No.15 on UK Top 30 Charts, Starpoint Radio, London and STILL climbing as of October 2009

Feb 2011 KAYA FM95.9 Radio Top 40 Chart

WC	LW	TW	ARTIST NAME	SONG TITLE	VOTE	Record Co
10	1	3	LIRA	PHAKADE		SONY MUSIC
9	5	4	AFRO'TRACTION	KUTSANZANA NAWA		ELECTROMODE MUSIC
11	3	5	MLU	WASN'T HERE		M L MUSIC PRODUCTION
15	4	6	CHARLIE WILSON	YOU ARE		SONY MUSIC
9	9	7	FANTASIA	I' DOIN ME		SONY MUSIC
4	8	8	NE-YO	ONE IN A MILLION		UNIVERSAL
10	6	9	R. KELLY	LOVE LETTER		SONY MUSIC
12	10	10	EL DE BARGE	LAY WITH ME		N/A
22	11	11	DWELE/ DJ QUICK	I WANNA		DAVID GRESHAM RECORDS
12	12	12	MUSTQ SOULCHILD	SILKY SOUL		GALLO
13	14	13	JOHN LEGEND/ THE ROOTS	LITTLE GHETTO BOY		SONY MUSIC
20	13	14	MICHAEL JACKSON/ AKON	HOLD MY HAND		SONY MUSIC
10	15	15	TONI BRAXTON	HANDS TIED		SONY MUSIC
23	16	16	FACTUAL			GALLO
4	23	17	JONATHAN BUTLER	HOLDING YOU DOWN(GOING IN CIRCLES)		SHEER
4	24	18	JAZMINE SULLIVAN	LOVE ALL OVER ME		SONY MUSIC
16	17	19	MONICA	FAIRYTALE(REPRISE)		SONY MUSIC
4	19	20	LIQUID DEEP	NDIYEKELE		UNIVERSAL
9	18	21	PU2MA	I LOVE YOU(YES I DU)		NATIVE RHYTHMS PRODUCTIONS
26	21	22	MARY J BLIGE	NDIM NDEDWA		UNIVERSAL
18	20	23	XOLISA	CELEBRATE		GALLO
4	25	24	NOTHENDE	GOIN' THRU CHANGES		ELECTROMODE MUSIC
4	22	25	LEDISI	LOVEYOU		UNIVERSAL
4	26	26	MAXWELL	WE ARE ONE		SONY MUSIC
3	28	27	RAHEEM DEVAUGHN	REJOICE		SONY MUSIC
20	29	28	JAMIE FOXX	ILOLO		SONY MUSIC
23	31	29	SIMPHIWE DANA/ ADAM GLAZZER	SILVER TO GOLD		GALLO
20	30	30	NONDUMISO TEMBE	LOVE WILL KNOW		KZN MUSIC HOUSE
9	27	31	ELEMENTS OF LIFE	LOVE		ELECTROMODE MUSIC
14	33	32	VUYO	TILL YOU GO HOME		NATIVE RHYTHMS PRODUCTIONS
19	32	33	JOSH MILAN/ CHINABLAC	I DON'T WANNA GO		HONEYCOMB MUSIC
1	0	34	FREDDIE JACKSON	CAN'T BE FRIENDS		N/A
4	34	35	TREY SONGZ	ALL ALONE		GALLO
4	35	36	TUMELO/ VIKTER DUPLAIX	CHAMPAGNE LIFE		SOULISTIC RECORDS
15	36	37	NE-YO	MARO PA MORE		UNIVERSAL
9	37	38	LIZ OGUMBO	UYOHLALA UNGOWAM'		GALLO
1	0	39	ROBBIE MALINGA	WARRIOR		SHEER
23	38	40		THINKING ABOUT YOU		

MLU goes to the top of the radio charts in South Africa AGAIN !. MLU's single "Wasn't Her" reached No.2 on Kaya FM Charts as of February 2011



MAJOR ACHIEVEMENTS

www.mlumusic.com



No.15 on UK Top 30 National Radio Play Charts for Starpoint Radio London



2009 - Achieved No.2 in South Africa for his hot single "Do You Right"

2011 - MLU goes to the top of the radio charts in South Africa again! MLU's single "Wasn't Her" reached No.2 on Kaya FM Charts as of February 2011



EMUSIC: Top 5 Release on emusic for Blue Pie for 2009 - 2011



ITUNES: Top 100 Download for iTunes in UK/Australia for 2009 - 2011

amazon.com.



Over 100,000 downloads of his songs in 2009 from MySpace, Emusic, Rhapsody, Napster, iTunes, Spotify and Amazon.



Short Listed for World Cup Opening Concert for 2010 with his song "Shosholoza". An amazing feat considering the number of applicants. MLU was beaten by Shakira



AIRPLAY DIRECT: MLU has recieved Global Airplay via the Airplay Direct Network from 2008 - 2011



MLU is now working with leading DJ's and Producers in New York, Sydney and Miami for 2011 and 2012 Tours



Australian and South African Tours being Announced for 2011 and 2012



MAJOR INDIE LABEL: Global, Publishing, and Recording Contract signed in June 2009



3500 Email Addresses added in the Past 3 Months to his Fan Base and Growing Globally