

SAHRA WHITE PAPER

sahra.com.au







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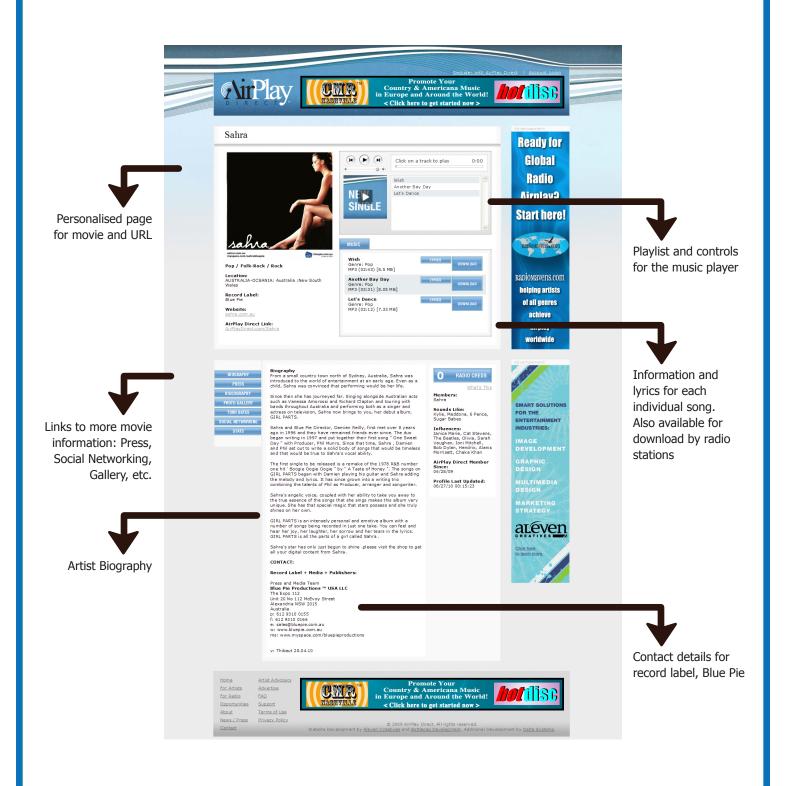
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AIRPLAY DIRECT

airplaydirect.com/sahra





BIO

sahra.com.au



SAHRA:

With a truly magnetic and hypnotic voice, Australia's Sahra delivers not only the meaning of the lyrics but the true essence of the songs in her debut album, "Girl Parts". It is an intensely personal and emotive album where listeners experience an array of emotions in the lyrics: laughter as well as sorrow and tears.

From a small country town north of Sydney, Australia, Sahra was introduced to the world of entertainment performing would be her life, which ultimately, led to opportunities as an actress on TV.

Her musical talent and angelic voice has seen her singing alongside high-profile Australian acts such as Vanessa Amorossi and Richard Clapton as well as touring with bands ceaselessly throughout Australia performing as a singer.

Since then, Sahra has blossomed into a striking pop-based singer-songwriter who, after meeting Damien Reilly, Director of Blue Pie Productions, was invited to record their first song, "Baby" with respected producer Phil Munro. For the debut album, Sahra and Damien set out to write a solid body of songs that would be timeless and that would be true to Sahra world which would be timeless and that would be true to Sahra's vocal ability.

The first single released received critical acclaim, a remake of the 1978 R&B number one hit "Boogie Oogie Oogie" by "A Taste of Honey". It has since sky rocketed into the global scene, 577 million people was exposed to Sahra's rendition as it was sed to the opening segment of the Iceland Fashion Week







ARTIST WEBSITE:

www.sahra.com and www.mp3.com.au/sahra

blue pie productions

1

pol.

artist's biography.

DIGITAL DISTRIBUTION

following digital retailers: www.musicnow.com www.mulemusic.com www.bigpondmusic.com

www.rhapsody.com www.itunes.com www.jetbeach.com

RING TONES:

You can purchase "Boogie Oogie Oogie", "Fall" and "Hold on Tight" from Blue Pie's Ring Tone site and BlueSkyFrog. w: http://bluepie.blueskyfrog.com and click on required ring tone and follow the instructions.

SOUND BYTES:

You can listen to "Fall" and "Boogie DJ Mix" by going to www.bluepie.com.au and click on the lounge link. Listen to "Boogie Oogie" on www.jetbeach.com LIVE 365 and BLUE PIE WEB RADIO MUZIK 4U:Tune into Sahra by going to www.bluepie.com.au and clicking on the Blue Pie web radio link. Sahra is available on www.stayaround.com.

CONTACT DETAILS:

Record Label: Blue Pie Productions™ Pty Ltd ho: Unit 6 No 11 Dudley Street Randwick, NSW. Australia, 2031 +61 2 9310 0155 f: +61 2 9310 0166 m: +61 2 422 997760

e: damien@bluepie.com.au w: www.bluepie.com.au

PR & Media:

Blue Pie Productions™ Pty Ltd ho: Unit 6 No 11 Dudley Street Randwick, NSW, Australia, 2031

p: +61 2 9310 0155 f: +61 2 9310 0166 m: +61 2 405 578 351

e: pr@bluepie.com.au w: www.bluepie.com.au

Bookings: Blue Pie Productions™ Ptv Ltd

ho: Unit 6 No 11 Dudley Stree Randwick, NSW, Australia, 2031 p: +61 2 9310 0155 f: +61 2 9310 0166 m: +61 2 405 578351 +61 2 9310 0155

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Digital distributors for artist's music



Bio content

Quotes and reviews from the industry

WHAT THE MEDIA ARE SAYING:

Boogie Oogie Oogie – Used to open the Iceland Fashion Week 2004
"A fantastic song!! And we are glad to have Sahra's voice opening up the Iceland
Fashion week." ~Kolla. Founder IFW~ www.icelandfashionweek.com

"Numero Uno Bella! Hold on tight is fantastic...and we have now licensesd this for

~Sabino. Director www.idyllium.it

"Sahra is a delightfull voice and will only continue to grow.

~Damien Reilly. CEO Blue Pie~ www.bluepie.com.au



Contact details for record label, media and bookings, Blue Pie





CONSOLE: AMC LOGIN

bluepiedata.com



BLUE PIE CENTRAL MANAGEMENT SYSTEM LOGIN

Password :

Remember me?

Click here to test drive our Label report system (Rock & Roll Records)



Click here to test drive our Artist report system (Johnny Rock Star)





Your Data is Secure! GoDaddy Secured 256bit RSA Encryption

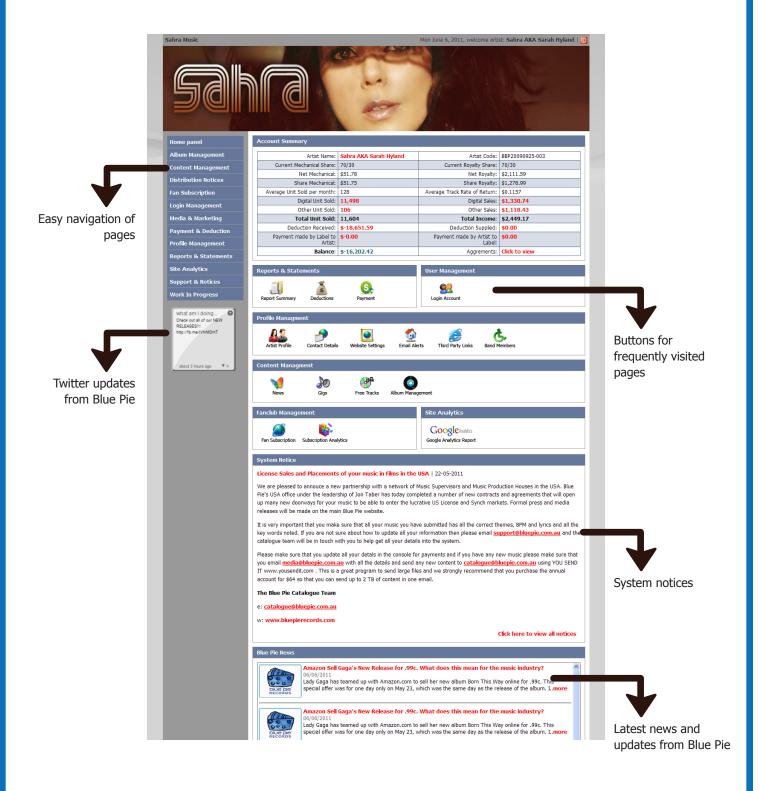
Active sessions may be terminated due to long period of inactivity. Please sign in again should your session be terminated.

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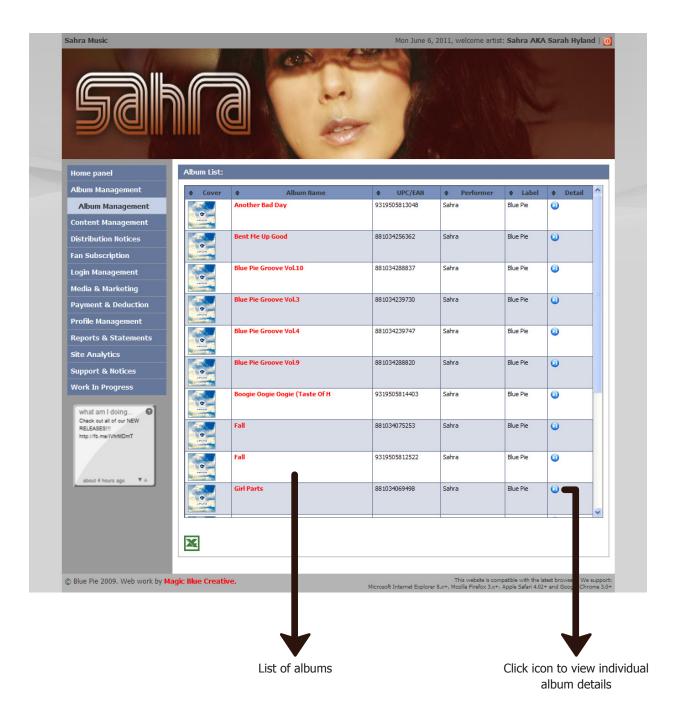


CONSOLE: HOME PANEL



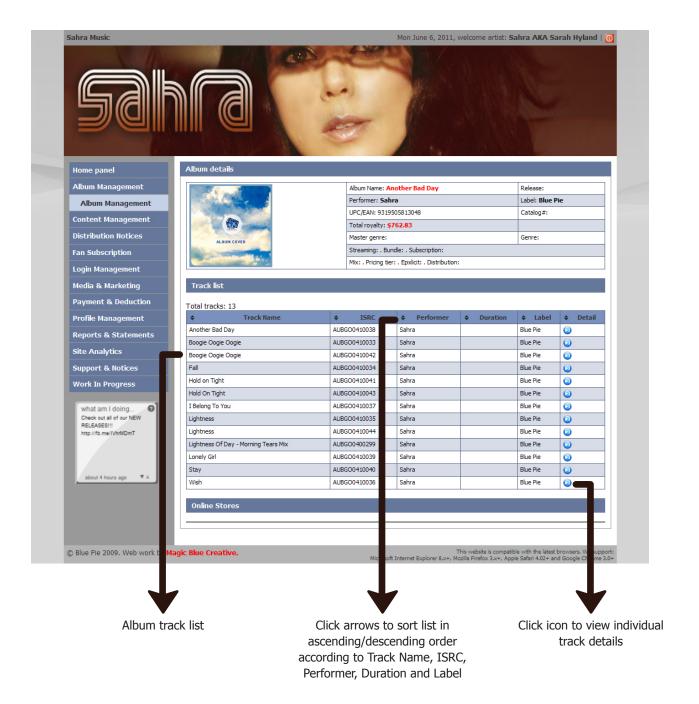


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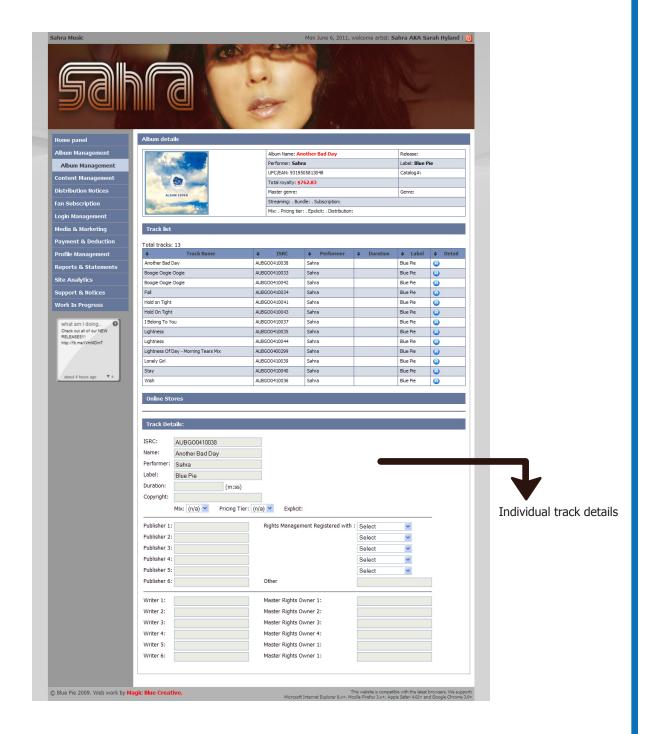


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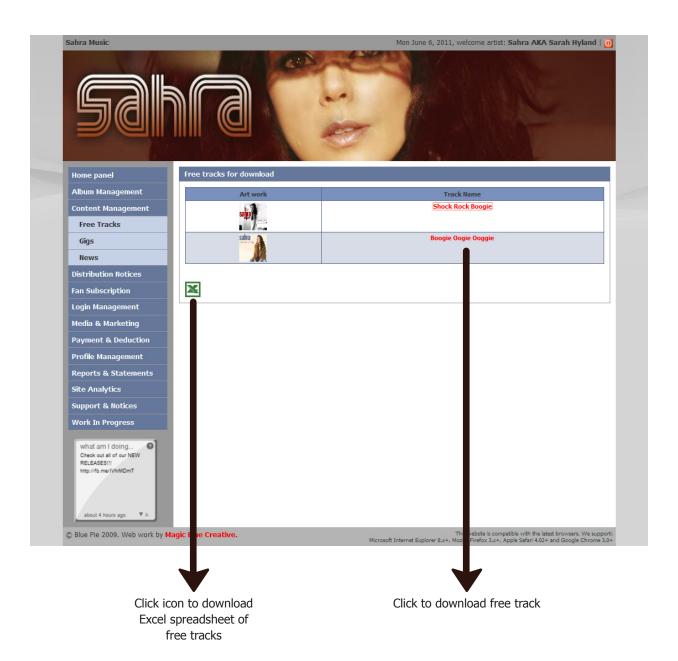


CONSOLE: ALBUM MANAGEMENT





CONSOLE: CONTENT MANAGEMENT





CONSOLE: CONTENT MANAGEMENT



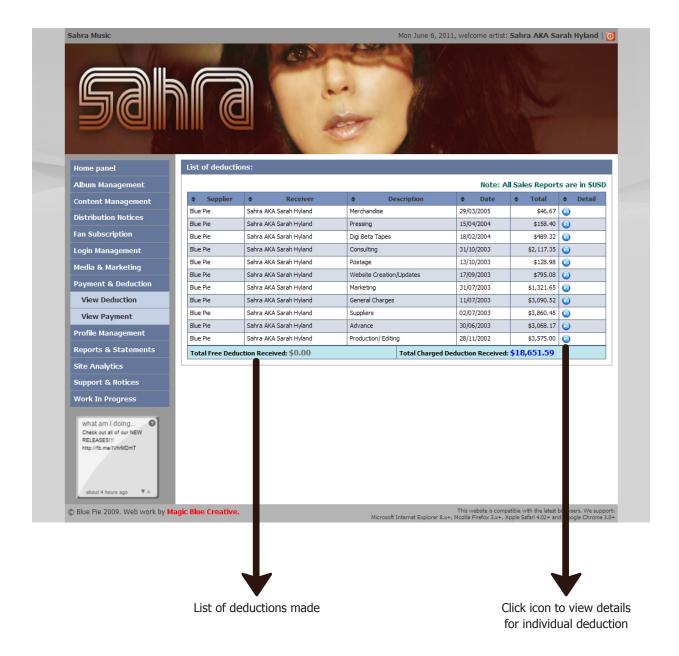


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CONSOLE: PAYMENT & DEDUCTION





CONSOLE: PAYMENT & DEDUCTION

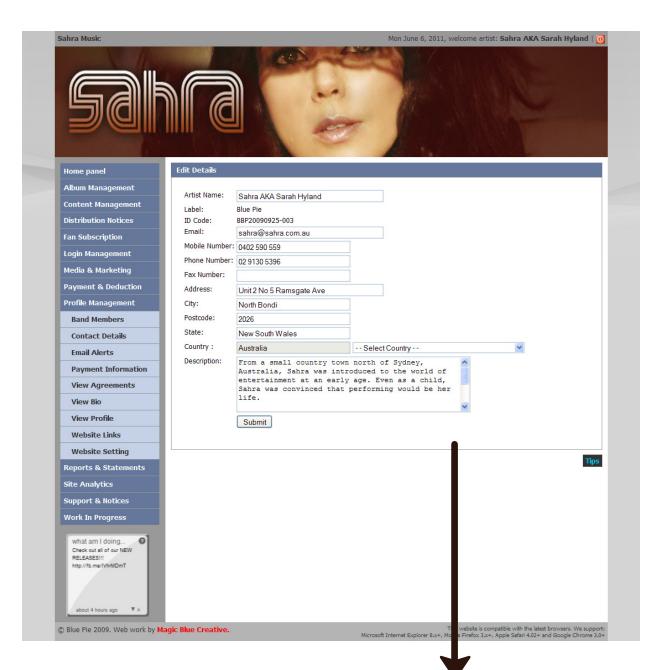
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Itemised list of deduction and details



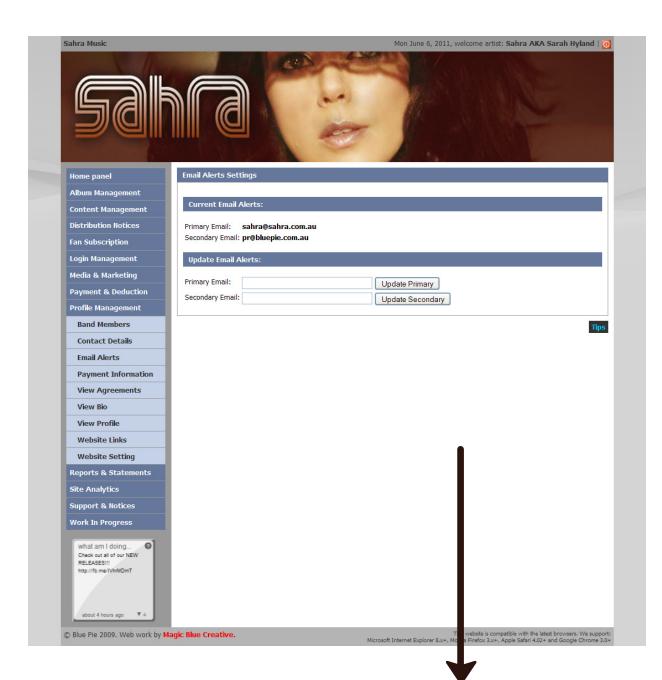
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Editable form for artist contact details



bluepiedata.com



Update primary and secondary email for alerts

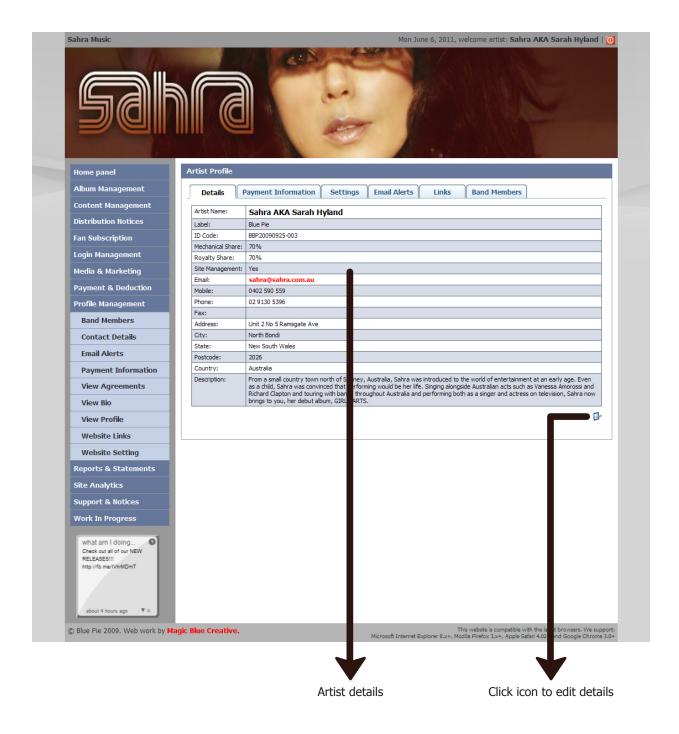


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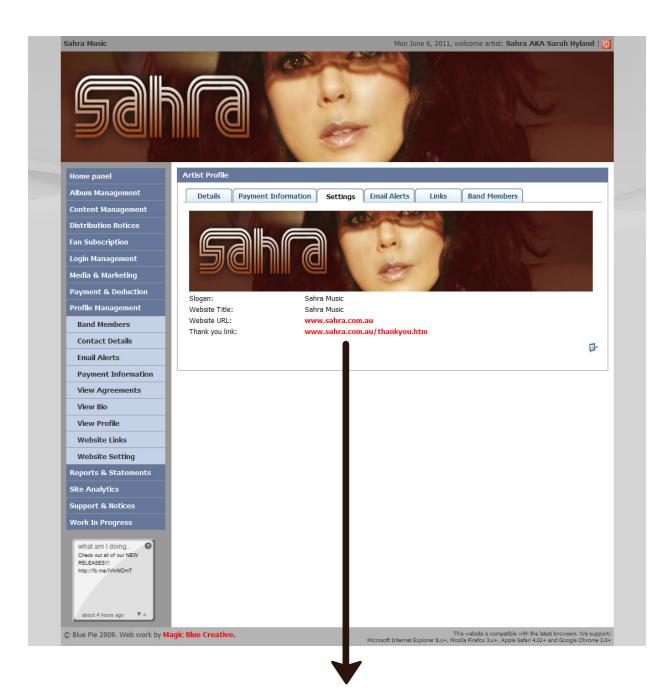
List of agreements - click to download individual PDF agreement







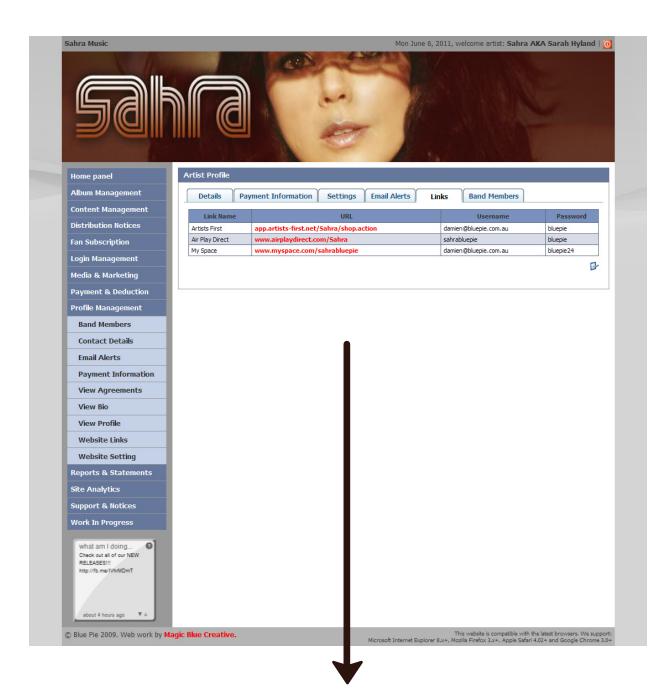
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Artist profile settings

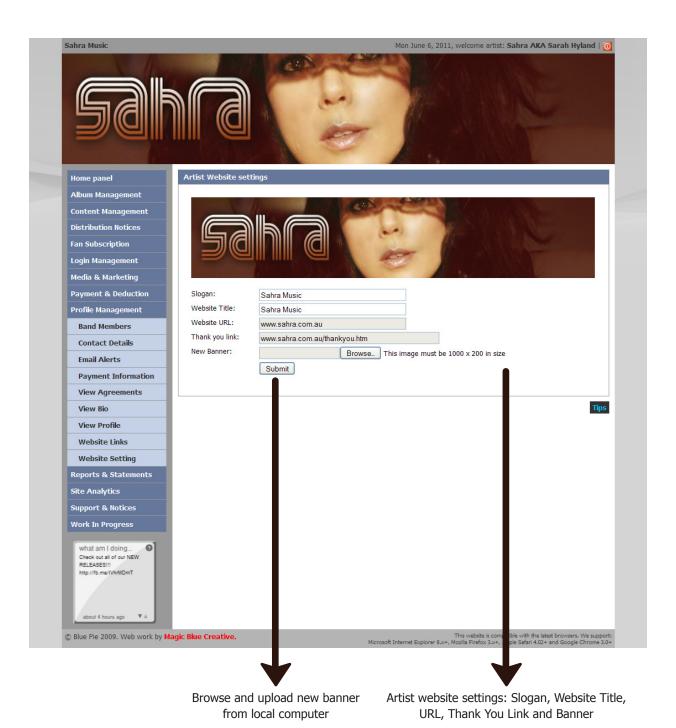


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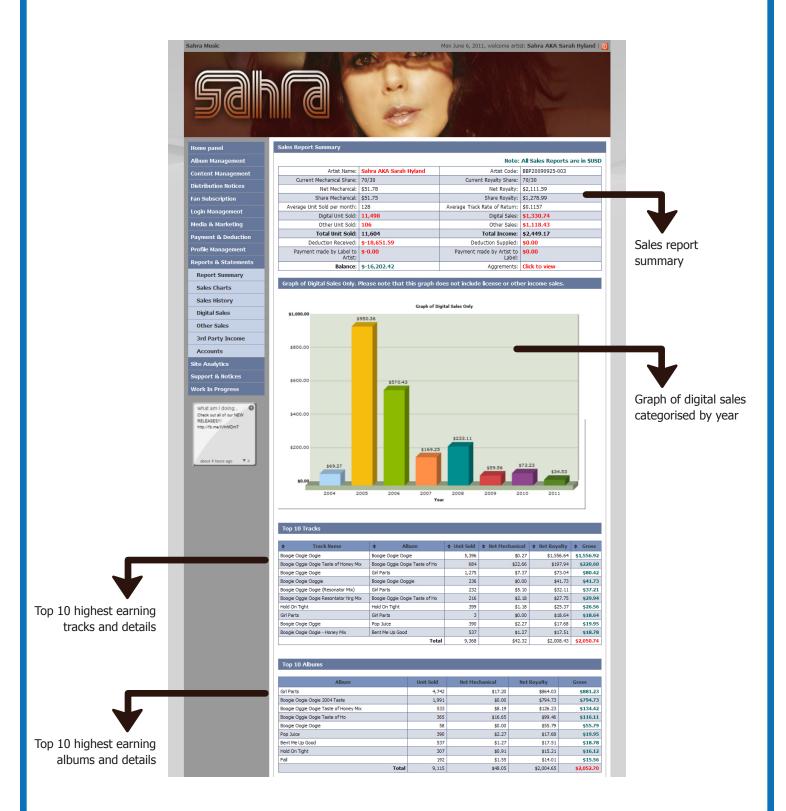


List and links to artist's other sites

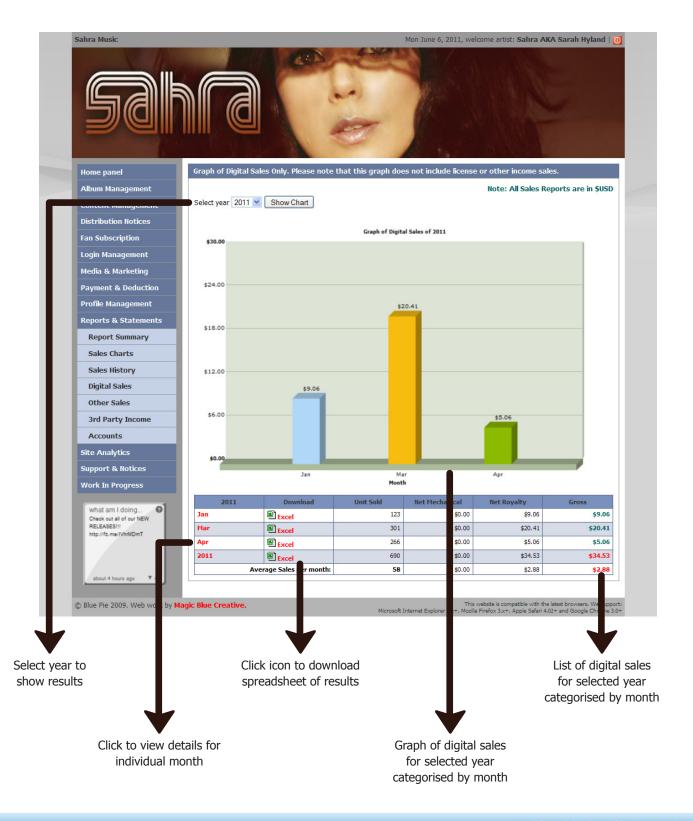




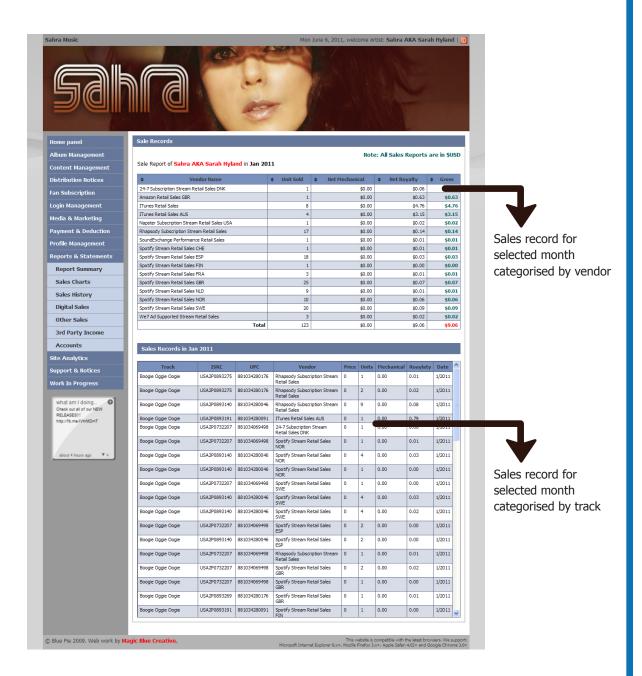






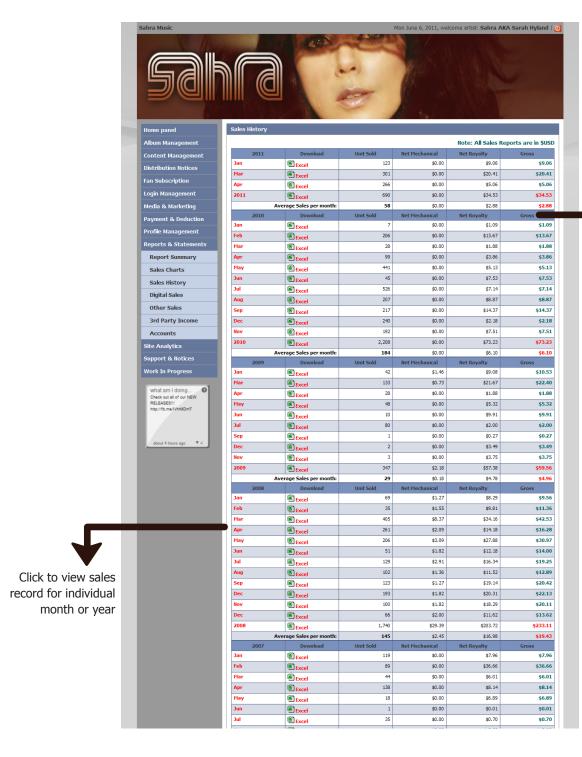








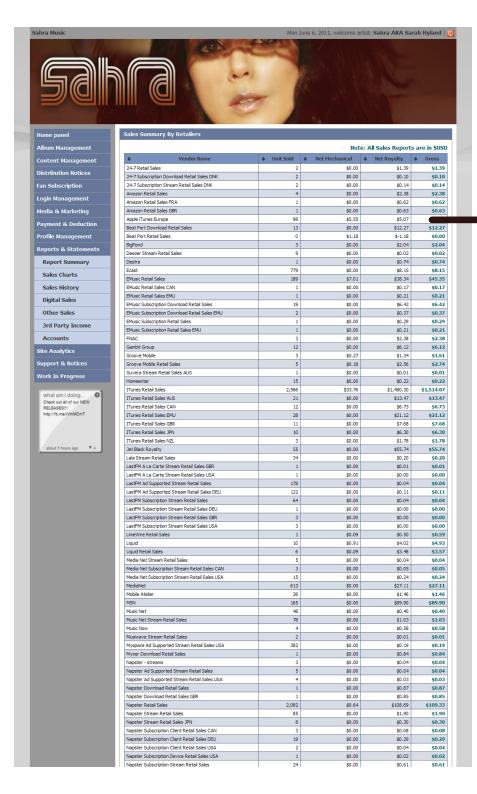
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List and details of sales history sorted by year and month

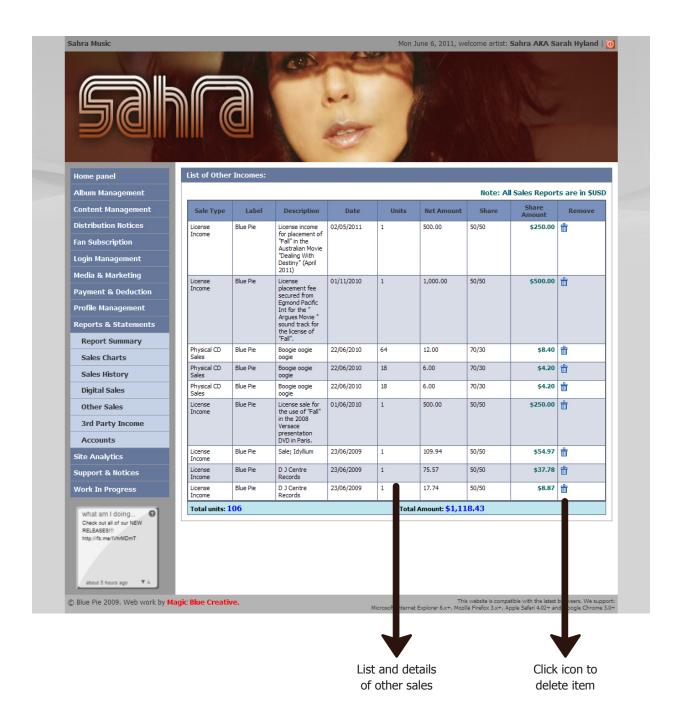


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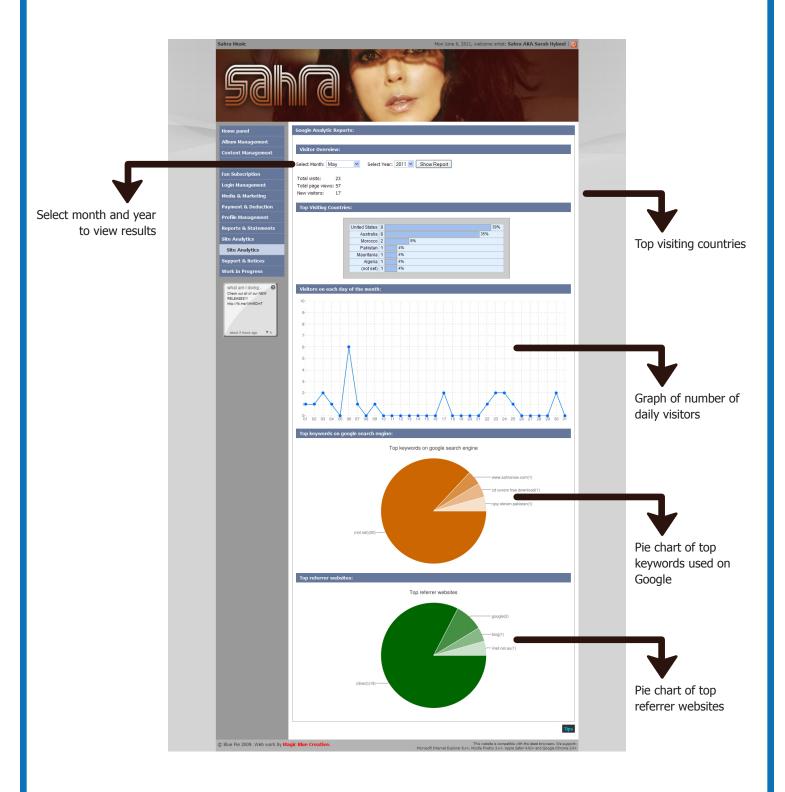
List and details of sales summary sorted by retailer







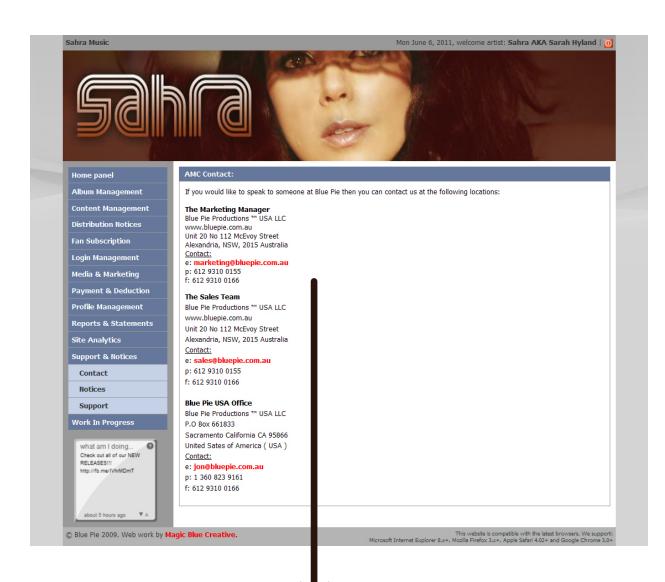
CONSOLE: SITE ANALYTICS





CONSOLE: SUPPORT & NOTICES

bluepiedata.com



Contact details for the Marketing, Sales and USA branch of Blue Pie



CONSOLE: SUPPORT & NOTICES

Mon June 6, 2011, welcome artist: Sahra AKA Sarah Hyland | 0

bluepiedata.com



System Notice Archive:

se Sales and Placements of your music in Films in the USA | 22-05-2011

We are pleased to annouce a new partnership with a network of Music Supervisors and Music Production Houses in the USA, Blue Pie's USA office under the leadership of Jon Taber has today completed a number of new contracts and agreements that will open up many new doorways for your music to be able to enter the lucrative US License and Synch markets. Formal press and media releases will be made on the main Blue Pie website.

It is very important that you make sure that all your music you have submitted has all the correct themes, BPM and lyrics and all the key words noted. If you are not sure about how to update all your information then please email support@bluepie.com.au and the catalogue team will be in touch with you to help get all your details into the system.

Please make sure that you update all your detals in the console for payments and if you have any new music please make sure that you email media@bluepie.com.au with all the details and send any new content to catalogue@blue SEND IT www.yousendit.com . This is a great program to send large files and we strongly recommend that you purchase the annual account for \$64 so that you can send up to 2 TB of content in one email.

The Blue Pie Catalogue Team

w: www.bluepierecords.com

License Sales Hit a New Record for February 2011 | 27-02-2011 We are pleased to advise that the Blue Pie license team has broken all license sales records for the company for the months of December 2010 and January 2011. We would like to send a huge note of thanks to Suzanne Carey, Jon Taber, Tayte Hampton and Liam Warriner who have worked hard to get our artists to the top of the lists for all the Music Supervisors to use in their projects. Blue Pie has developed many new direct relationships with production houses and studios and we will continue to do so. This is the last big ticket income area for the music industry that shows significant growth for independent artists and for labels like Blue Pie. As your distribution company and record label we are investing more resources and energy to expand this area of the company. For all the latest news on licenses we have secured and the success the team has enjoyed for the past year then please visit our website at www.bluepie.com.au REMEMBER THAT WE NEED YOU TO SEND US NEW CONTENT IF YOU WANT TO GET LICENSE SALES TO HAPPEN! Email sales@bluepie.com.au or lodge a support email via your console at support@bluepie.com.au if you need any help to get your new albums or catalogues ingested into the Blue Pie Digital Content

nclude License income! | 27-02-2011 b by the 30th of March and will include all the license income we have been paid up to The new reports for March will be load December 2010. Please make sure tha ou have all your Payment Details noted in the system correctly.

System notice archive listed by date



CONSOLE: SUPPORT & NOTICES

bluepiedata.com



Information for the Blue Pie support system

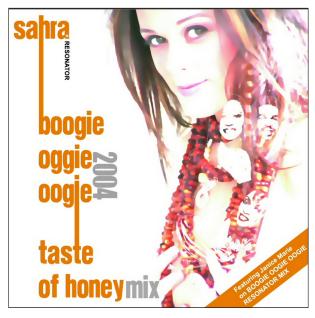


COVERS

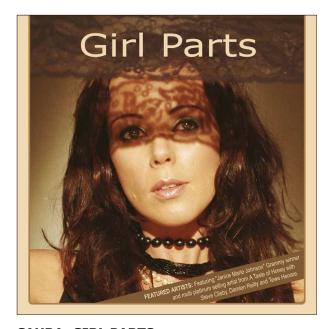
sahra.com.au



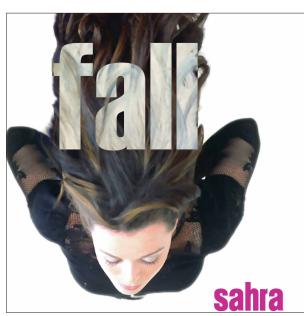
SAHRA feat. JANIE MARIE: BOOGIE OGGIE OOGIE



SAHRA: BOOGIE OGGIE OOGIE (TASTE OF HONEY MIX)



SAHRA: GIRL PARTS

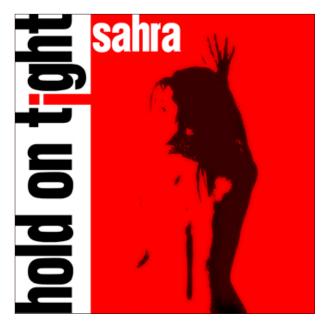


SAHRA: FALL

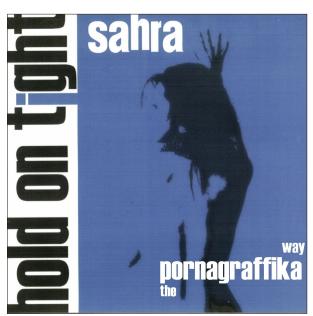


COVERS

sahra.com.au



SAHRA: HOLD ON TIGHT



SAHRA: HOLD ON TIGHT



SAHRA: LIGHTNESS OF DAY

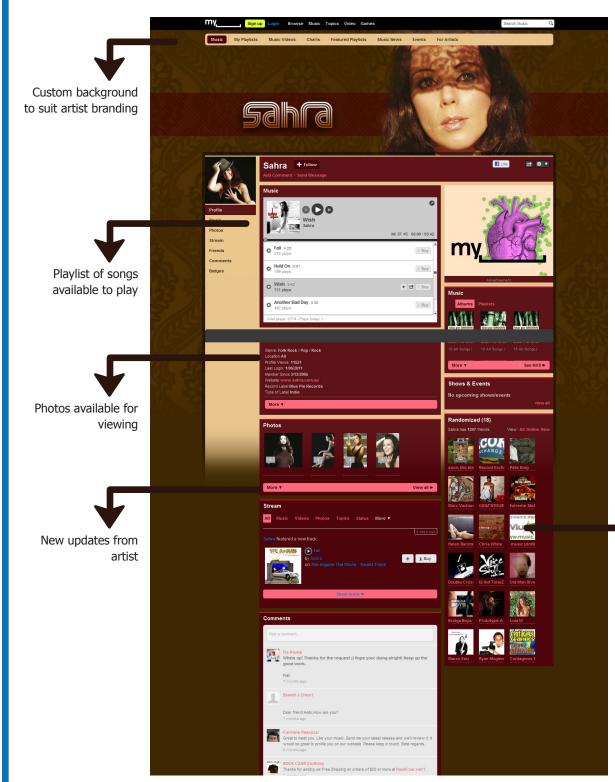


SAHRA: STAY



MYSPACE PAGE

myspace.com/sahrabluepie



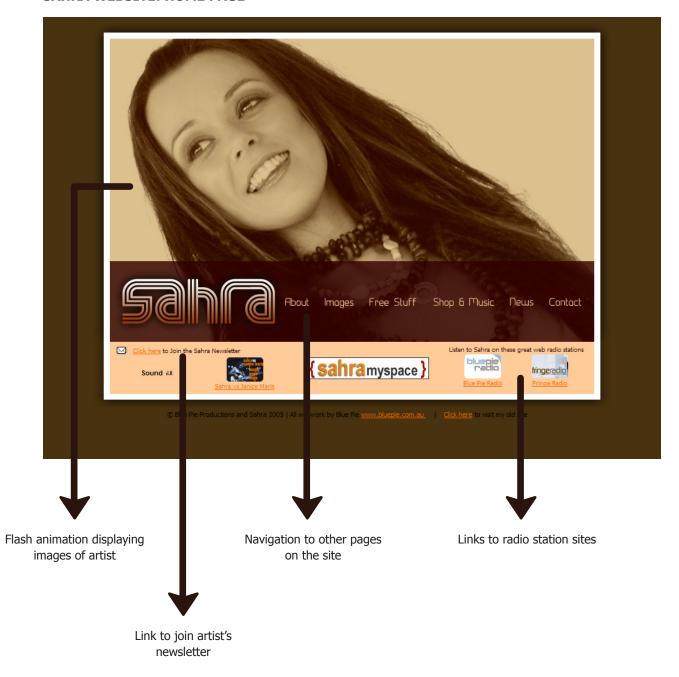
We also have social networking staff who boost your friends using friend blaster





WEBSITE sahra.com.au

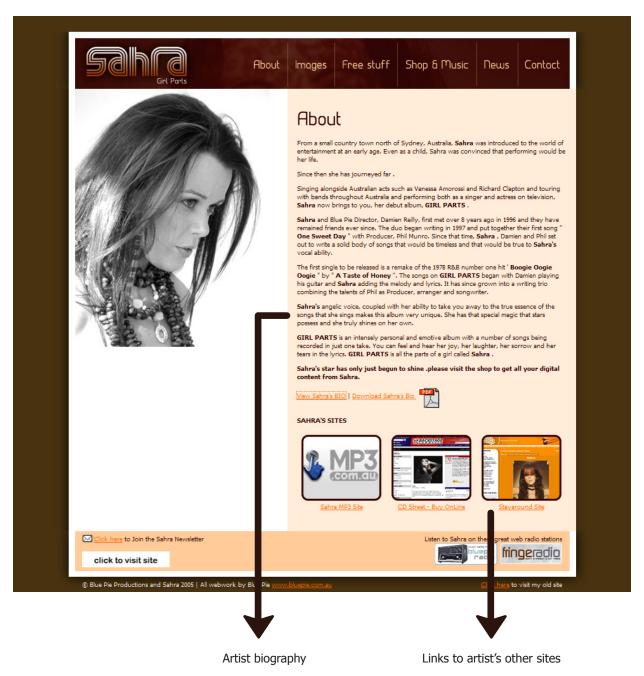
SAHRA WEBSITE: HOME PAGE





sahra.com.au

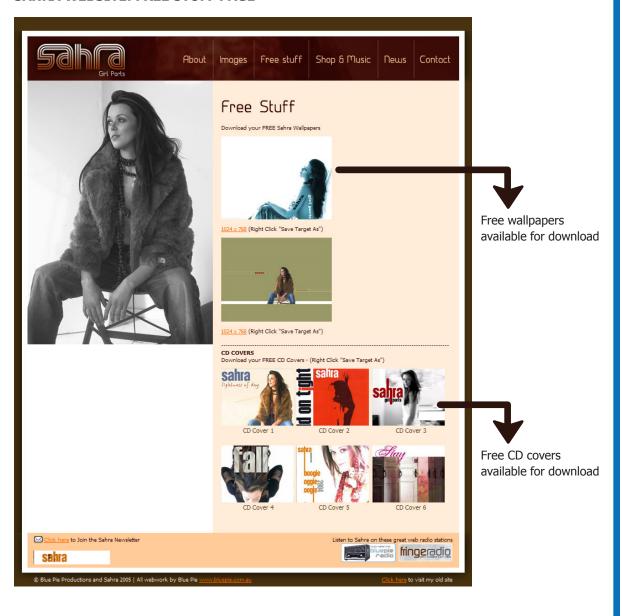
SAHRA WEBSITE: ABOUT PAGE





sahra.com.au

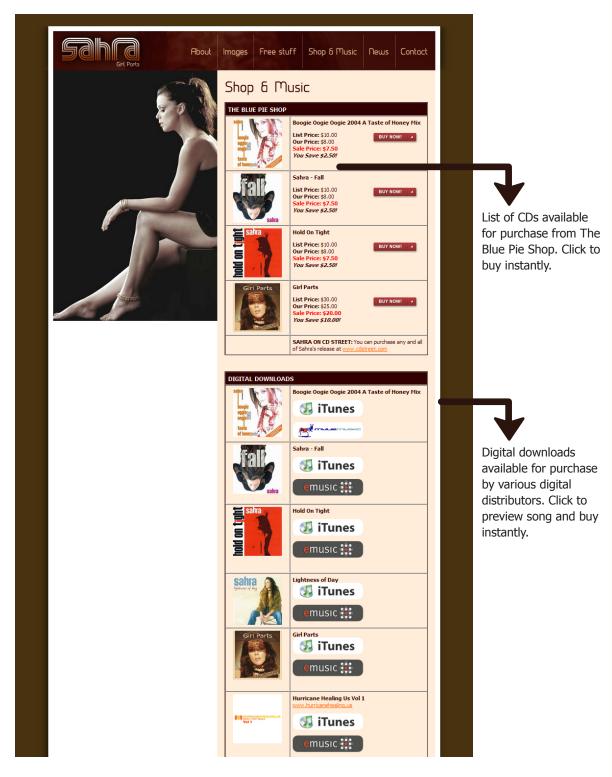
SAHRA WEBSITE: FREE STUFF PAGE





sahra.com.au

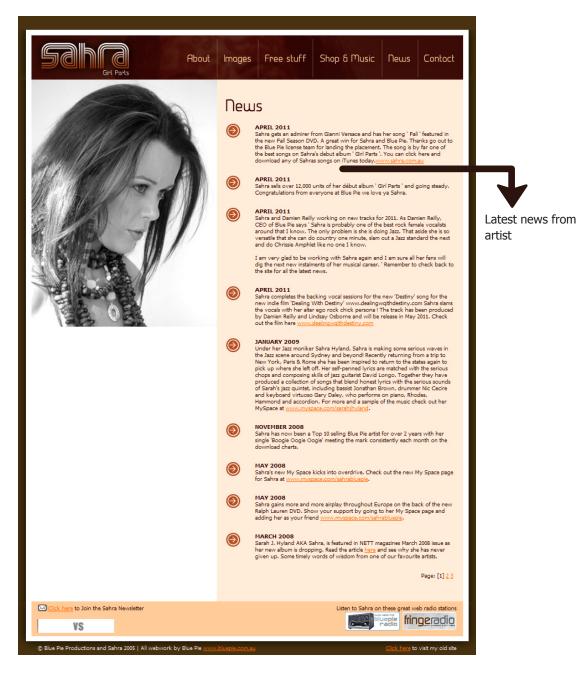
SAHRA WEBSITE: SHOP & MUSIC PAGE





sahra.com.au

SAHRA WEBSITE: NEWS PAGE





WEBSITE sahra.com.au

SAHRA WEBSITE: CONTACT PAGE





sahra.com.au

SAHRA WEBSITE: NEWSLETTER PAGE



4

Fill in form to join artist's fan club



WEBSITE sahra.com.au

SAHRA WEBSITE: ARTIST CONTACT PAGE

sahra	resonator The Control of the Control
S	Sahra registration Please enter the following information.
	First Name: Last Name: Company Contact Number Email: Address: Suburb: State: PostCode: Country: Please supply a brief explanation as to the nature of your enquiry: Would you like to be placed on Sahra's emailing list? Yes No Submit Reset

Fill in form to contact artist



YOULICENSE

youlicense.com/Artist/Sahra





MAJOR ACHIEVEMENTS

sahra.com.au

ALBUMS RELEASED:



- Boogie Oogie Oogie feat. Janie Marie
- Boogie Oogie Oogie Taste of Honey Mix
- Fall
- Girl Parts
- Lightness of Day
- Stay
- Hold On Tight

COMPILATIONS:



- **DEALING WITH DESTINY SOUNDTRACK:** Fall
- GOOD MUSIC COMPILATION: Hold On Tight
- HURRICANE HEALING VOL. 1: Wish
- **POP JUICE:** Boogie Oogie Oogie
- **PROPER ROCK VOL. 3:** Another Bad Day
- BLUE PIE GROOVE VOL. 1: Wish, Lonely Girl
- BLUE PIE GROOVE VOL. 2: Stay, I Belong To You, Another Bad Day
- BLUE PIE GROOVE VOL. 3: Fall, Lightness, Hold On Tight
- BLUE PIE GROOVE VOL. 13: Boogie Oogie Oogie
- BLUE PIE GROOVE VOL. 19: Boogie Oogie (Resonator Mix)

SOUNTRACK PLACEMENT IN MOVIES:





DEALING WITH DESTINY: Fall
 THE ARGUES THE MOVIE: Fall



MAJOR ACHIEVEMENTS

sahra.com.au

DIGITAL DOWNLOADS

Albums are now for sale in over 300 + digital retailers including iTunes, eMusic, Napster, Spotify, Amazon, Rhapsody and My Blue Pie Music.

















Introduction to high profile music / experienced music executives in U.S and now works in weekly with the Blue Pie license and business development teams.



• Complete branded media for all online and offline + BIO and copy for all areas of the web completed by the Blue Pie team. The website now produces production leads every month.



Destiny song (Sahra, Ryan Adams) was produced by leading Australian producers, Damien Reilly and Lindsay
 Osborne from Blue Pie.

Blue Pie now actively manages and promotes Sahra's catalogue to Film/TV shows and production companies globally.