



**Music Industry Veteran Herb Middleton Presents The NuVybe Records Label
Launch and “Bridge Back to the Future” Album Release Party**

Bringing Great Music Back to the Forefront

New York (NY)—October 3, 2013- **NuVybe Records** will hold its official label launch and “**Bridge Back to the Future**” **Album Release Party** at Pranna (www.prannarestaurant.com) located at 79 Madison Ave (at 28th Street) in New York City on **Tuesday, October 29 from 6 p.m. until 11 p.m.** Join NuVybe artists, executives and staff as they celebrate the release of their new project and the launch of the label with a night of high energy, positive entertainment.

NuVybe Records (NVR) is the brainchild of multi-platinum producer and songwriter **Herb Middleton** who is using his considerable talents to bring “great” music back to the forefront of this industry. Middleton is best known for his work in the early nineties while working at Bad Boy Records lead by Sean “Puffy” Combs. Middleton has produced for **Mary J. Blige, Al Green, Usher, Raheem DeVaughn, Faith Evans, Kenny Lattimore, Nas, Ann Nesby** and more. Most recently, Herb produced the last song the late **Teddy Pendergrass** recorded before his death.

Middleton’s flawless ability to cross genres while continuing to create hits is evidenced by his considerable successes, which include being a multi-Grammy nominated producer on both **Mary J. Blige’s “MY LIFE” for Best R&B Album** and **Ann Nesby’s “Make Me Better” for Best Contemporary Soul Gospel album**. He also served as a major contributor to the female trio “**Total**.” “Total” was driven by classic funk grooves and sassy attitude. Middleton played a key role on their hit single “**Cant you See**” featuring the **Notorious B.I.G.** as well as on **Kelly Price’s debut Soul of A Woman**. The launch of NuVybe is a direct result of Middleton’s talent, drive and passion to create greatness. NuVybe is not just an independent record label and production company; it operates like a family, focusing on natural talent, true musicianship and positive imagery for artists of all ages.

In addition to celebrating the launch of the label, this event will also mark the release of NVR’s first official project, “**The Bridge Back to The Future**,” a compilation album produced in its entirety by Middleton. This work represents Middleton’s expansive repertoire of music and showcases his ability to effectively fuse genres, produce timeless music and bridge the fundamentals from the hits of yesterday with what’s hot today.

This party is all about fun, packed with live performances and networking—a true celebration. The evening will begin with a Press/VIP cocktail hour from 6 p.m. to 7 p.m. where media and special guests will meet and greet with Herb Middleton and signed NuVybe artists. Doors open to the public at 7p.m. with no cover charge admission as well as food and drink specials. Guests will also receive a complimentary copy of the compilation. To RSVP and reserve entry, go to www.nuvyberecords.com/thelaunch. For media inquiries, contact Jameka Whitten at jameka@nuvyberecords.com or call 704.261.5290. For more information about NuVybe Records, visit www.nuvyberecords.com.

###