



**reKiosk Partners with Wind-up Records (one of the largest independently-owned record labels) and *The Griswolds* to Launch reKiosk Video.**

*For Immediate Release:*

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Currently still in open beta, [reKiosk](#) has been changing the way that people buy and sell digital files. The reKiosk platform allows publishers and creators, as well as fans, to sell and share digital goods. In the past, they've featured projects by authors such as G. Willow Wilson, indie rockers *The Lumineers*, and rock legends *Def Leppard*. reKiosk Video, the latest feature release allows kiosk owners to reach their audience in new and creative ways. By creating a video presence in a kiosk, store owners have a very simple and clean way of messaging directly to their fans and / or consumers.

[Wind-up Records'](#) hot new Australian band [The Griswolds](#) partnered with reKiosk to launch reKiosk's latest feature, reKiosk Video. Wind-up Records is one of the largest independently-owned record labels. With this partnership, Wind-up Records continues to be at the forefront of the most cutting edge ways to get digital content to their fans. The tropical alternative band *The Griswolds* used this opportunity to offer special deals to their fans such as signed shirts, and explain how reKiosk can benefit them too. They are going into the studio in January 2014 to record their debut album with Tony Hoffer (Phoenix, M83). reKiosk recognizes that not only are artists and creators lacking a free, easy-to-use platform to sell products directly to their fans, but that fans, bloggers and other 'curators' also lacked a way to monetize sharing and curation. This means that publishers and artists make more money from every sale, and it means that fans and users make up to 25% of every sale, just by sharing the item on social media. At a time when publishers and record labels are struggling to monetize digital content, reKiosk offers a win-win solution for fans and creatives alike, simply by cutting out the corporate middlemen that take out huge distribution chunks without providing any meaningful service.

Wind-up Records becomes part of a growing group of independent content creators like InGrooves/Fontana, Grove Atlantic, O/R Books and thousands of independent musicians and self-published authors. "reKiosk is a really cool, new way for fans to get involved and share their favorite music with their friends and make a bit of cash on the side" says *The Griswolds*.

For additional information on the reKiosk Video, Wind-up Records, or *The Griswolds*, or to book co-founders Darya Isham or Aziz Isham, please contact [Fizzy@rekiosk.com](mailto:Fizzy@rekiosk.com). You can also check out [rekiosk.com/how\\_it\\_works](http://rekiosk.com/how_it_works) to learn more. I look forward to hearing from you.

Yours,

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