

PRESS RELEASE SEPTEMBER 2<sup>nd</sup>, 2013

# Substream launches new label 'Uberstrom' with The Opponent by Evan Russell Saffer

**Sweden's Substream Music Group, the company behind iconic electro pop label Substream and dance music label Clubstream, launches Uberstrom, a new label for electronic rock music. The first artist on Uberstrom is Brooklyn's Evan Russell Saffer with the massive EP; "The Opponent".**

Skrillex meets Garbage with a splash of Queen -The Opponent is the the sophomore release from Brooklyn recording artist Evan Russell Saffer (aka ERS) follow up to 2010's rock opera Neon Gas. The Opponent fuses his high voltage rock, integrating electronics and dance beats - 5 tracks of Massive-Dub-Electro-Dance-Metal. Saffer's signature melodic songwriting, monstrous hooks and searing vocal work (including spoken word) are all there along with rave-esque dance beats and mesmerizing guitar work.

The logo for Uberstrom features the word "Uberstrom" in a bold, sans-serif font. "Uber" is in red and "strom" is in grey. A horizontal line with a lightning bolt symbol runs through the middle of the letters.

The Uberstrom label manager Mikael Arthursson; one of the original founders of Substream says *"Uberstrom fills a gap in the market in-between rock, electro pop and dance music. I have planned to launch Uberstrom for years, but it took until 2013 to find the right artists and sounds suited to define the genre until Evan contacted me. When I heard the massive sound of The Opponent and its brilliant mix of classic rock with electronic accents I told myself that it was time to set the plans for the label into action."*

Evan Russell Saffer says: "I've always wanted to make this type of record, infusing all that I love about dance along with melodic hooks and that rock edge that I've done for years. We took cues from Dubstep, House, Hard Rock and Metal and came up with this massive brainchild that we're all loving. It's been fun working with both Martin Kestner (DJ/Sequencing) and Eric Bair (lead guitar) who are both kindred spirits in their passion for great music and enormous talents."



## Calling Electro Rock Artists

The release of The Opponent is just the beginning for the Uberstrom label. "We have signed more artists who are currently finishing up new work which will come out later this fall." –Says Mikael Arthursson. "We are currently also looking for talented, dedicated and ambitious artists and producers in the electro/rock field, and are accepting demos on our website.



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# About the Record Label

The release is coming out on Uberstrom, a part of Clubstream, run by the Substream Music Group of Sweden. Founded in 2004, Substream has grown to be one of Sweden's leading label groups for electronic music. The main office is located in downtown Gothenburg on the Swedish Westcoast.



Today Substream has a catalog of 300 releases and 2000 tracks released under the 10 subsidiary labels: Substream (electro-pop), Mareld (leftfield electronica), Dansant (dance and upbeat pop), Uberstrom (rock/electro) and the Clubstream label group (6 labels from house to techno and dubstep). Substream also operates one of Sweden's most renowned mastering studios.

## Contact

Please Substream / Uberstrom for questions, interviews, features, promo for review. The artist is available for radio interviews, guest blog appearances on request.

Website: <http://www.uberstrom.com>

Contact person: Mikael Arthursson +46-708-579-753

Email: [press \[AT\] substream \[DOT\] se](mailto:press@substream.se)

Facebook: <https://www.facebook.com/uberstrom>

Soundcloud: <http://soundcloud.com/uberstrom>

## Press Room

Visit our press room to download high resolution artist images free to use for press and web:

<http://press.substream.se>

## Visit Evan Russell Saffer

Facebook: <https://www.facebook.com/pages/Evan-Russell-Saffer/256583141953>

Soundcloud: <http://soundcloud.com/evanrussellsaffer/>

Website: <http://www.evanrussellsaffer.com>

Twitter: <https://twitter.com/EvanRSaffer>



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