

The Pivotal Rockordings record label was founded in December 2004. While sitting in an introductory business course sometime in November 2004, Leevan Macomeau, who a year prior had founded the Pivotal Rage Webzine, decided it was time to launch a record label, a project which he had envisioned but never thought would materialize so early. He approached Alexi Front, whom had been a staff member at Pivotal Rage and had become very involved and the reason for part of its success. Alexi was immediately enthused at the prospect of this brand new endeavor. With connections and knowledge about the music business gathered over the course of that previous year, and a solid business knowledge foundation, the two founded the Pivotal Rockordings L.L.C.

Immediately following its inception, Pivotal Rockordings signed their first artist: Sonic Syndicate, a melodic death metal band from Falkenberg, Sweden. The band and label forged a unique working relationship, one which would become the model for the label. That model includes unprecedented individual attention to its bands and management guidance to help hasten the bands' growth. After a summer of hard promotion and gigs throughout Sweden, *Eden Fire*, the debut release from Sonic Syndicate, was released on September 13, 2005. The band followed up the release with a Swedish regional tour featuring Avatar and Inevitable End. From the tour and a successful record campaign, Sonic Syndicate gained a great deal of press across the world and landed a record deal with world renowned Nuclear Blast Records.

By spring 2006 Pivotal Rockordings was gaining recognition by the metal underground and quickly signed their second artist, Blinded Colony, a band from the Southeastern city of Karlshamn, Sweden. At this point Pivotal Rockordings became involved to an even greater extent in their bands' personal management, further embodying its chosen business model. In a genuine effort to further strengthen the label's relationship with its artists, co-owner Alexi traveled to Sweden to meet with the bands personally. 2006 brought forth the relationships which have become a large part of the label's success. The label began to work directly with various promotion agencies, distributors, and the Go Down Believing booking agency, all throughout Europe, further strengthening its hold on the heavy metal community. *Bedtime Prayers*, Blinded Colony's sophomore record but debut on Pivotal Rockordings saw the light of day in January 2007. The band followed up the release

with a full European tour entitled “Outcasts Over Europe 2007” supporting Ektomorf and Kayser. The band’s popularity soared and even landed them sponsorship by Ed Stone Rockwear (Lamb of God, Shadows Fall, Chimaira).

Shortly before *Bedtime Prayers*’ release, Pivotal Rockordings was approached by the young Swedish death metal pioneers Zonaria. The band was intent on signing with the label, a direct result of the label’s long-term relationship with developing artists. With the backing of Pivotal Rockordings, Zonaria recorded their debut release with Jonas Kjellgren and Per Nilsson of Scar Symmetry. In 2006, Pivotal Rockordings morphed from a single band label to a fully functioning label representing multiple artists. In late December 2006, Leevan and Alexi approved the addition of long-time assistant Steven Seebode as the third owner of the Pivotal Rockordings L.L.C.

With contract negotiations coming to a close with two new artists and an increased interest in the label by unsigned bands worldwide, Pivotal Rockordings shows no signs of slowing down heading into the 2007/2008 stretch. While the label’s roster size continues to increase, the focus still remains quality over quantity and providing its artists with excellent label support.