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HEIKO HOFFMANN JOINS BEATPORT AS DIRECTOR OF ARTIST & LABEL RELATIONS

BERLIN, DE - September 4, 2018 - **Heiko Hoffmann** has joined **Beatport**, a division of **LiveStyle, Inc.**, as **Director of Artist & Label Relations**. In his new role, working from Beatport's Berlin office, Hoffmann will oversee the company's close relationship with thousands of independent labels and artists.

Hoffmann comes to Beatport with two decades of experience in the electronic music industry. The editor-in-chief of Germany's renowned Groove Magazine for 17 years, Hoffmann is also a sought-after lecturer, curator and consultant. In addition to hosting shows on NTS Radio and German public radio station Fritz, Hoffmann teaches at New York University's Clive Davis Institute of Recorded Music. He is a regular keynote speaker, moderator and panelist at conferences including ADE, Sonar, IMS and MIDEM.

Beatport Chief Product Officer, Terry Weerasinghe commented, "The addition of Heiko to the team highlights Beatport's ongoing commitment to independent dance music, maintaining our core value as a company for the industry, run by the industry."

Hoffmann's appointment follows several significant milestones for Beatport in 2018. Q1 saw the company announce its new [Beatport Creative Services division](#), with a team based out of Beatport's Los Angeles and Berlin offices, and a [strategic acquisition of PulseLocker](#). Beatport also strengthened its commitment to independent artists and labels with its new [Hype Charts](#), launched in June. These developments come in Beatport's second year of growth and profitability under a new management team and as a division of LiveStyle.

About Beatport

Founded in 2004 as the principal source of music for DJs, Beatport, a division of LiveStyle, is today the worldwide home of electronic music for DJs, producers, and their fans. The Beatport Store offers music in premium digital formats and provides unique music discovery tools created for and by DJs. Each week, Beatport's music collection is refreshed with hundreds of exclusive tracks by the world's top electronic music artists. Beatport has offices in Los Angeles, Denver and Berlin. Follow us on [Facebook](#) and [Twitter](#) and [Instagram](#).

About LiveStyle, Inc.

One of the world's largest music event producers, LiveStyle boasts a wide variety of leading live music properties. LiveStyle produces and promotes single and multiday music festivals across North America, Europe, South America, Australia, and Asia. North American key operating entities include Made Event, React Presents, Disco Donnie Presents, and Life In Color, along with festivals and brands such as Electric Zoo, Spring Awakening, FriendShip, LIC Miami, BLNK CNVS, and AMFAMFAMF. In Europe, the company boasts key operating entities such as Monumental, b2s, ID&T, i-Motion, and Q-Dance, and festivals and brands including Decibel, Mysteryland, Awakenings, back2school, Air, Qlimax, Nature One, and Sensation. In Brazil, LiveStyle owns PlusNetwork, which has produced the enormously successful Tomorrowland Brasil festival and tours by internationally acclaimed DJs and artists. Together with the Belgian Tomorrowland organization, LiveStyle launched TomorrowWorld, the first international version of the Tomorrowland festival, and promoted the first South American Tomorrowland festival. LiveStyle continues to work with the Belgian Tomorrowland organization as its international partner to bring Tomorrowland to new territories outside Europe and to return to the USA and Brazil. LiveStyle also owns Beatport, the preeminent ecommerce platform for DJs, producers and dance music fans that helps launch the careers of the best underground artists and define global music culture.

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