



Press Release

Source: Dancing Ferret

Indie Band Replaces Beyonce at Top of Billboard Dance Chart

Friday September 15, 10:15 am ET

PHILADELPHIA, Sept. 15 /PRNewswire/ -- The sound of sputtered latte was heard from many a music industry office on Thursday when Billboard Magazine published its latest weekly charts. Expected to stay at number one atop the Billboard Dance Single Sales chart was "Deja Vu," the latest hit song from Beyonce and Jay-Z. Instead, it was bumped down to #2, with the top spot going to "Sophia," an industrial-electronic dance track by Florida band The Cruxshadows. Released on Dancing Ferret Discs, an independent Philadelphia record label, the single also debuted at #7 on Billboard's overall Single Sales chart.

ADVERTISEMENT

FISHER INVESTMENTS™

Find the answers in
The Eight Biggest Mistakes Investors Make



Request your copy now.

CLICK HERE

"Even we are a bit surprised," confessed Dancing Ferret's Patrick Rodgers. "Demand for the band is constantly increasing, but in terms of supply, we haven't had a new single from them in a long time." Rodgers said the label anticipated a good showing on the sales chart but was not expecting a Top 10 placement. Having Sophia hit the top of the dance charts was "frankly a shock," says Rodgers, who describes himself as a Beyonce fan.

The Cruxshadows credit the achievement to a loyal fanbase and relentless touring. According to the

band's singer, who performs under the name "Rogue," The Cruxshadows average 100-120 live shows per year, primarily in Europe and the US. "We just played an enormous show in Atlanta at DragonCon, and I know the sales from that performance were key to us reaching this point. We owe our fans a great deal of thanks, because they really made this happen," Rogue says.

According to Rodgers, the singer is not exaggerating. "The first pressing of the single was mishandled at the manufacturing plant, and the entire run had to be scrapped and re-printed." The Cruxshadows had the components for the CDs sent overnight to their Atlanta show and had to ask fans to help assemble the discs for sale.

As to the future of the single, Rogue is optimistic. "The release date in Europe is still a week away. Hopefully 'Sophia' will be as well-received there as it was here." Asked about the chances for "Sophia" on next week's Billboard charts, Rodgers says, "On an independent label budget, we're thrilled just to get one week on top of the Billboard charts. Our job is connecting the band to new fans; if we get on the charts, that's nice, too."

Chart links and band information can be found at <http://www.dancing-ferret.com>

Top Stories

- [GM, Ford Could Merge or Form Alliance](#) - AP (9:52 am)
- [Company: Organic Spinach Not to Blame](#) - AP (9:48 am)
- [Trade Deficit Is 2nd Highest Ever](#) - AP (8:50 am)
- [Stocks Dip As Traders Await Fed Meeting](#) - AP (10:01 am)

[More...](#)

- [Most-emailed articles](#)
- [Most-viewed articles](#)