

# Token||Traxx

## Oscar, Golden Globe & Multiple Grammy and BRIT Award winner Paul Epworth joins music NFT marketplace Token||Traxx

- Other music artists, managers and producers flock to Web3 marketplace, Token||Traxx, as music NFTs gain momentum
- Rat Boy has been announced as Token||Traxx's first artist
- Music executives including John Woolf and Stephen Budd and acclaimed producer Danton Supple signed with Token||Traxx in March
- Trailblazing music and arts platform OpenLab agree a six-figure deal with Token||Traxx

London, United Kingdom; 17th March, 2022:

One of the world's top music producers and songwriters Paul Epworth has become the latest high profile name to get into the NFT game as a founder-curator with music NFT marketplace [Token||Traxx](#).

Epworth, a multiple Grammy and BRIT award winner who also won the Best Original Song Academy Award and Golden Globe in 2013 for producing and co-writing 'Skyfall' alongside Adele, will be providing the London-based startup with advice around an artists Web3 strategy as well as direction for onboarding artists to the Token||Traxx platform.

"Token||Traxx can change the entire dynamics of the music industry," said Epworth. "I have been friends with the co-founder TommyD for more than 20 years and when he came to me with this opportunity I felt it was too good to miss. It's the next phase of the music industry's evolution and through Token||Traxx I am looking forward to being part of that evolution."

As well as Epworth's work with Adele, he has also written or produced hits for Florence & The Machine, U2 and Rihanna amongst others.

### **NFT marketplace to revolutionise music industry**

Token||Traxx has also signed indie rock singer-songwriter Rat Boy as its first artist and the Essex-born star is looking forward to minting his own NFTs on the platform.

"I've always liked creating my own worlds, mixing art and music to tell stories. NFTs have opened a doorway for me to do this without limits and Token||Traxx is the perfect place to experiment with these concepts," said Rat Boy, who is a former recipient of the NME Award for best new artist.

In addition to Rat Boy, Max Rad has also agreed to terms with Token||Traxx . The producer and songwriter is a multi-talented figure whose single 'Where Are We Now?' was released in collaboration with Kitsuné Musique. His new EP 'Point Me In The Right Direction' is out now.

"We are delighted to welcome Rat Boy and Max Rad to the Token||Traxx family," said co-founder of Token||Traxx, Miles Leonard.

"Our vision at Token||Traxx was to create a perfect balance of tech innovation and music experience within the team. We have just started to build our incredible board of music advisors and mentors who will support artists to create their Web 3/NFT strategy on Token||Traxx which is something every artist should be thinking about now," added Leonard.

Also joining is British record producer and mixer, Danton Supple, best known for his work with Coldplay. Supple produced the band's album 'X&Y' to general critical acclaim and it subsequently became the worldwide best-selling album of 2005, receiving multiple awards.

"Danton's extensive experience of producing and mixing all musical styles will bring a wealth of knowledge and experience to help and support artists on their Web3 musical journey," said Token||Traxx co-founder, TommyD.

Other music executives who are now at Token||Traxx as advisors include esteemed artist managers John Woolf of A-List Management and Stephen Budd of Stephen Budd Music Management.

News of these appointments come after Token||Traxx [announced partnering with the trailblazing music and arts platform OpenLab](#) as part of a cross platform content and marketing engagement in a deal worth 'six-figures'.

## Ends

### For further Press information:

Token||Traxx: Anthony Burr, [ab@tokentraxx.com](mailto:ab@tokentraxx.com) Tel: +44 7766 459 469

### About Token||Traxx

Token||Traxx has a mission is to be at the centre of a new independent music creator economy, providing a platform driven by NFTs, that redefines and enhances the value of music, which supports and financially benefits the whole community.

Token||Traxx celebrates and rewards the unique symbiosis of 'The 3C's - music's creators, curators and collectors' and their specialist contribution to the discovery and adoption of global music engagement.

Token||Traxx offers financial independence and creative freedom.

[Website](#) (join the guestlist) | [Twitter](#) (join the conversation) | [Telegram](#) (group chat) | [Discord](#) (collaboration)

### NOTICE

Token Traxx Music Limited is not a regulated entity. Ownership of the tokens carries considerable risk and should not be contemplated by anyone who does not have specific knowledge of the use, purpose and transmission of tokens. This Press notification is not an offer to sell or promote the sale of tokens. Token||Traxx tokens will be unregulated and will not be sold as an investment. The sale of tokens are subject to satisfactory compliance with all laws and regulations relating thereto and to purchasers entering binding contractual terms. The use of the Token||Traxx platform and participation in the marketplace and use of the Token||Traxx token to engage with the functionality provided by the platform and marketplace will be subject to separate terms and conditions. The Token Traxx token (TRAXX) is available for purchase by SORS DIGITAL ASSETS LIMITED (SORS) which is deemed to be registered as a VASP by the Central Bank of Ireland.

Token||Traxx™ is the Trading Name of Token Traxx Music Limited registered in England under Number 13753129