

Sainsbury's Entertainment Goes Gaga Over New CD Release

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Online retailer Sainsbury's Entertainment has announced the release of the new Lady Gaga's second album - Born This Way.

Monday, May 25, 2011 - The American singer-songwriter shot to fame following the release of her debut album *Fame* at the start of 2009. Since then she has released a string of hit singles and is hardly ever out of the spotlight – often because of her wardrobe choices rather than her music.

Lady Gaga's outfits never fail to attract attention and grab headlines. She has worn everything from plastic bubble dresses to leather corsets and even appeared at the MTV Video Music Awards wearing an outfit made entirely of raw meat, even down to the steak fillet hat. And it is expected that her new album will also cause just as much of a stir in music circles.

The album is filled with 15 songs, including a bonus track – the Jost & Naaf remix of *Born This Way*. Fans who simply can't get enough Gaga shouldn't worry, because Sainsbury's Entertainment also has a Deluxe Edition of *Born This Way* available on the site. This version contains two CDs and a total of 23 tracks.

Peter Selby, Online Music Manager at Sainsbury's Entertainment, said: "We are always excited to be bringing new music to our customers, and going by the pre-launch hype and single sales, *Born This Way*

promises to be one of the hottest albums of 2011. And for this week only new customers to Sainsburys Entertainment can claim an extra 20% off the price of both standard and deluxe versions”

Like all [new CD releases](#) from Sainsbury's Entertainment, Born This Way comes with free delivery and customers will also be able to collect Nectar Points with their purchase.

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About Sainsbury's Entertainment:

Sainsbury's Entertainment is owned and operated by MBL Entertainment, the UK's leading distributor of home entertainment products. The company's website is the perfect place to [buy music online](#), [buy computer games](#), and choose from hundreds of thousands of blu-rays, DVDs, audio CDs and books, all of which can be pre-ordered and purchased online.

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