

# Reason Studios Re-releases Their Iconic Sample Tool 'ReCycle' For Free – Calls it 'The Sample Tool That Refuses to Die' in Community-Driven Campaign

Stockholm, Sweden – April 2, 2025.

Earlier today, Reason Studios announced that their game-changing sample tool ReCycle (originally released in 1994) will be made available for free. In celebration of this, Reason Studios is launching a community-driven campaign revolving around a beat battle hosted by Don Cannon (VP of A&R at Def Jam Recordings).

ReCycle, known for revolutionizing sample editing in the late 90s, is now offered to a new generation of music producers to preserve its legacy and provide a glimpse into the history of music production.

ReCycle introduced groundbreaking features that allowed manipulation of loops without affecting tempo, paving the way for new creative possibilities in electronic music. The sample tool quickly became a favorite among producers and played a significant role in the development of genres such as house, techno, and hip-hop.

In the latest patch – over 30 years after its original release, ReCycle seems to take aim at surviving another 30 as support for Windows on ARM and Apple Silicon is added along with general performance improvements.

*"When ReCycle was first released, it thrived in community-driven settings, empowering producers to share and innovate together." says Calle Malmgren, CMO at Reason Studios. "With this re-release and the 'ReCycle the Beat'-contest, we're bringing it full circle – back to the community where it belongs."*

## ReCycle the Beat – The Contest That Refuses to Die

To celebrate ReCycle's comeback, Reason Studios is launching a beat battle contest called 'ReCycle the Beat'. Participants are challenged to flip a given sample using any production methods. Bonus points will be awarded to those who use ReCycle and the winner receives 1 full year of Reason+.

The contest will be hosted by Don Cannon, Vice President of A&R at Def Jam Recordings. Apart from working directly with artists such as Eminem and 50 Cent at Def Jam Recordings, Don Cannon is also responsible for signing names like Lil Uzi Vert and Jack Harlow.

*"We're thrilled to make ReCycle accessible to everyone. It's a piece of music software history, and we believe it still has a lot to offer today's creative minds." -Niklas Agevik, CEO at Reason Studios.*

Circling back to the community that made ReCycles' longevity possible in the first place, the sample tool is now free-to-use and the competition is open for anyone to join.

You can download ReCycle and the provided sample to flip and join the competition through Reason Studios' website from the 2/4-16/4. Winners will be announced on the 25<sup>th</sup> of April.

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## **About Reason**

Reason Studios (previously Propellerhead Software) is a Swedish software company specializing in music production. Founded in 1994, the company is best known for its flagship digital audio workstation, Reason, and various innovative software tools. Reason Studios has played a significant role in the evolution of music technology, providing producers and musicians with innovative solutions for creating and producing music.