NEWS RELEASE

Premiere Atlanta DJ, DJ Drama, Inks Deal With Grand Hustle/Atlantic Records

2005-12-19

Grand Hustle Entertainment and Atlantic Records have announced the signing of acclaimed Atlanta-based DJ, DJ Drama, via a long-term, worldwide deal. Known for his hugely popular mixtape series "GANGSTA GRILLZ," DJ Drama is also one of the founding members of Atlanta's hottest DJ crew, the Aphilliates. "To be able to get a major record deal from pushing mixtapes in the streets is a great feeling for me as a DJ," said DJ Drama. "I did it my way, and I am being rewarded greatly for that."

"We are excited to finally be in business with DJ Drama and the Aphilliates Music Group," said Grand Hustle CEO Jason Geter. "Throughout the years, we've worked hand in hand to build our brands. In 2006, we look forward to making history together."

As the official DJ for Grand Hustle/Atlantic recording artist T.I., DJ Drama gained incredible exposure while touring with the rapper on two of 2004/2005's most successful hip-hop tours, the Jay-Z and Friends Tour and Nelly's Sweat/Suit Tour. "He's a very significant piece to our puzzle, and he brings incredible marketing opportunities to the company," said T.I. "It's an honor and a pleasure to be in business together." In the past, Drama served as a tour DJ for a wide cross-section of artists-from Bahamadia and Slum Village to Lil' Scrappy, he has been able to build both a national and international fan base that keeps him at the top of his game.

Just last month, DJ Drama walked away from Radio One's Dirty Awards in Atlanta with two awards-DJ of the Year and Best Mixtape for his "GANGSTA GRILLZ." With over twenty editions of "GANGSTA GRILLZ," sixteen of which were released in 2005 alone, the series has become a coveted promotional opportunity for any artist seeking to strengthen their fan base in the streets. "'GANGSTA GRILLZ' means so much to the South and to the game, so

people should expect nothing but the best-basically the same thing they have come to expect from anything I am a part of."

Source: Atlantic Records