

## SRC Records Founder Praises Rap Group Three 6 Mafia

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The founder and Chairman of SRC Records (Street Records Corporation), Steve Rifkind, would like to congratulate Three 6 Mafia on not only being the first rap artists to perform at the Academy Awards, but for winning Best Original Song, as well.

Says Rifkind: "My decision to acquire Relativity Records in 1999 was solely based on the talent of Three 6 Mafia. Words cannot express how proud I am of them."

One of the earliest rap entrepreneurs, Steve Rifkind recognized the crossover potential of hip-hop at the very beginning as the originator of the "Street Team" concept of grassroots marketing. That approach led him to form the groundbreaking Loud Records label, where he discovered and helped break such hip-hop and rap acts as Three 6 Mafia, Wu-Tang Clan, Big Pun, Raekwon and Xzibit.

Bucking the current industry doldrums, Rifkind's Universal-distributed SRC label has broken three hip-hop and rap artists in its first three years with the multi-platinum David Banner, Akon and Remy Ma.

Visit SRC Records (Street Records Corporation) web site at <http://www.srcrecords.net>