

Hip-Hop Legend DMC to Release Solo Album

Written by Keith ID2065

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Known to most of the world as the leading pioneer of hip hop and one of the founding members of the multi-platinum hip-hop / rap group Run-D.M.C, Darryl "D.M.C." McDaniels will release his first ever solo album 'Checks Thugs and Rock 'n Roll' this January on RomenMpire Records / From Rags 2 Riches Records and he will also be the subject of a new VH1 documentary.

The documentary will be part of a new franchise called "VH1 Rock Docs," an all new slate of high-end feature-length programs which will reveal an untold story in the history of rock and hip-hop music. DMC's compelling discovery of his adoption will be the subject of one of these documentaries. DMC's life-changing quest will unfold over the course of the program and will reveal his new perspective on life as he discovers his birthroots and determines who he is and where he comes from.

DMC has completed two videos for the new album including "Just Like Me" and "Machine Gun." The video for "Just Like Me" was directed by Shawn Papazian and produced by Mike DeLorenzo and Romeo Antonio. "Just Like Me" tells the story of DMC's adoption with stark visuals and will be featured in "VH1 Rock Docs." Sarah McLachlan makes a special guest appearance in the video and also provides backing vocals.

"Machine Gun" was directed by Ondi Timoner, winner of the grand jury documentary prize at the Sundance Film Festival for her documentary "Dig." "Machine Gun" addresses the issue of war and paints a realistic picture of the current conflict in Iraq. The powerful new video features a breakout performance by backing vocalist Gary Dourdan of the CBS' hit series "CSI" and was co-written by DMC and produced and co-written by Romeo Antonio.

"I wanted to make an album that speaks to issues that are deeply personal and universal at the same time. The last five years of my life have been an emotional storm of change," said DMC. "The profound personal loss with the deaths of Jam Master Jay and my father, the shocking discovery that I was adopted and the pain of the impact of living in a world where the ravages of war continue to destroy so many lives, this album is not something I wanted to do - its something I had to do. With the support of my brothers at RomenMpire Records and Prime Multimedia I have a chance to emerge from Run-DMC as DMC, in a solo career to say what I have to say with the words and music of this album."

The title of the album, Checks Thugs and Rock 'n Roll, eviscerates the lifestyle-driven mentality

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that has come to dominate the rap world at the expense of authenticity. Musically rich, the album features a virtual who's who of artists from various musical genres. They include Sarah McLachlan, Kid Rock, Elliot Easton (The Cars), Joey Kramer and Tom Hamilton (Aerosmith), Run, Josh Todd (Buckcherry), Doug E. Fresh, Gary Dourdan ("CSI"), Fieldy (Korn), DJ Lethal, Ms. Jade, Sonny Black, Napoleon (Outlawz) and Romeo Antonio. Other songs featured on the recording include "Watchtower," "Freaky Chick" and "Just Like Me," with backing vocals by Sarah McLachlan.

RomenMpire Records is an independent record label and joint venture partner with DMC and is a wholly owned subsidiary of Prime Multimedia Inc. (PRMX)

DMC fans can track the latest news on DMC's videos, album and related activities via www.me-dmc.com, his newly redesigned official fan club web site.