Hip Hop mixtape legend and New Industry Records CEO DJ Fade, on the heals of winning Get"Em Magazine's coveted Most Valuable Player Award says he has a new addition of his own new MVP.

Hip Hop notable DJ Fade and his partner New York City hip hop artist - rapper St. Laz of Pottersfield named accomplished corporate strategist Lisa Fortunato to New Industry Records" street-smart executive team.

"Bringing on Lisa is a bold move" said Fade, "she's an unknown and being unknown in the hip hop game is certain death. On the other hand, Lisa is a brilliant strategist with an impressive corporate background. Lisa's unique business talent is a major asset to New Industry's mission."

Hip Hop rapper St Laz says, "New Industry is about change. I put my heart and soul in my music and I not going to sell out. I turned down deals because I"ve seen too many talented artists making labels rich while they"re on the road broke as hell. New Industry artists are going to spit great music and be well paid for their work. I was against bringing in some corporate MBA but after a minute with Lisa I told myself, oh yeah, we gonna change this game."

After building military intelligence systems, growing businesses for a Fortune 100 company and finally building her own small telecom company Lisa Fortunato says she is energized by the challenge of building New Industry Records.

"This is an opportunity of a life-time. The hip hop industry is in flux, a virtual sea of dynamic variables and amazing possibilities. Fade and Laz are drivers; they have competed against their peers in talent saturated markets and ended up on top. We"re mixing it up even more by assembling a dream team board of directors - all outsiders who have forged their own paths in several different industries. Trust me, we"re going to shake things up."

St Laz & DJ Fade's first official New Industry Records CD "SoundScan Here I Come" hits the streets April 15. Details about the New Industry muti-artist summer concert series coming late spring.

About New Industry Records

New Industry Records is the brain child of award winning underground mixtape DJ, DJ Fade and rising New York City rap star St. Laz of Pottersfield. Our mission is simple - reward talented artists and create new possibilities in the Hip Hop Game.

For more information visit www.newindustryrecords.com