

## Dallas Hip-Hop Can Be Ignored No Longer

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Dallas-based T-Town Music has signed a multi-artist deal with Universal/Motown Records. The independent label, T-Town, has been making a name for itself in the Texas music scene with the success of its franchise group Dirty South Rydaz ("DSR"). DSR includes artists Big Tuck, Tum Tum, Fat B, Lil Ronnie, Double T, Addiction and Big Tite.

T-Town first made its mark with Big Tuck's monster club hit "Tussle." The track showcases his signature Dallas sound, which channels the raw energy of crunk while incorporating Houston's screwed sound that has become synonymous with the state of Texas.

Universal Records president Monte Lipman states, "The T-Town team is incredibly talented and they have a strong vision of expanding their company with Universal/Motown. We anticipate enormous success with T-Town"

With the success of Houston hip-hop and rap artists such as Paul Wall, Slim Thug and Chamillionaire, the eyes of the hip hop nation have been turned towards Texas, but thus far Dallas has been largely overlooked. "With this deal that is about to change," vows T-Town Music principals Alan Powell, George Lopez and Trinidad Delgado. "The world is about to see the next indie hip-hop camp go nationwide. This is not just a record deal, but a movement."

The first release from the partnership will be from Big Tuck, whose last album Purple Hulk moved over 100,000 units through independent distribution.

The as yet untitled album is scheduled for a March 28<sup>th</sup> release date.