

## Atlanta Hip-Hop Strictly Bizness Records Inks Warner Deal

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Hip-hop artist, producer and entrepreneur K-Rab is the creative force behind the latest infectious hip-hop subgenre to burst out of Atlanta: "snap" music, which is characterized by percussive finger snaps, minimalist synths, and repetitive vocal chants. He produced snap act D4L's breakout hit "Laffy Taffy," which reached Number One on Billboard's Hot 100 and Digital charts and became the most purchased download within a seven-day period in Billboard chart history.

BME Recordings/Warner Bros. Records is pleased to announce that it has entered an exclusive development agreement with Strictly Bizness Records, an independent label founded by Atlanta hip-hop artist/producer K-Rab and Strictly Bizness CEO, Kevin Denson.

Warner Bros. Records will market, promote, and distribute K-Rab's solo work as well as the debut album from K-Rab's rap group BHI (Born Hustlers, Inc.). The deal was brought to Warner Bros. through its exclusive arrangement with Lil Jon's BME Recordings.

"We are thrilled to be partnering with BME Recordings/Warner Bros. Records," says Denson. "This agreement is the result of ten years of dedication to the Atlanta music scene. It will give new artists a voice in the record industry."

K-Rab is also producing the eagerly awaited debut from snap trio BHI, whose first single "Do the Poole Palace" has been a staple on Atlanta urban radio since May 2005. K-Rab's as-yet-untitled solo debut will be released later this year.