

Hip-Hop Labels Ink Deal For New Joint Rap Venture

Written by Robert ID2444

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Hip-hop and rap entrepreneur Sean "Diddy" Combs has announced that his hip-hop Bad Boy South record label has inked a multi-artist deal with well-known Southern hip-hop label, Russell "Block" Spencer's Block Enterprises.

"I realized he had an ear for the streets of the South." -- Sean "Diddy" Combs, CEO, Bad Boy Records, says of Russell "Block" Spencer of Southern hip-hop label Block Enterprises

Bad Boy Worldwide Entertainment and parent company Warner Music Group will be involved in the marketing, promotion and sales of several highly anticipated Block Enterprise artists. Russell "Block" Spencer will continue to run the label and his Atlanta-based Block Enterprises will oversee the day-to-day decision-making regarding the labels' artists and releases.

"The first release from the new venture," explains Harve Pierre, Executive VP and General Manager of Bad Boy Worldwide, "is solo rapper Yung Joc, whose single 'It's Goin Down,' appears on virtually every southern hip-hop mixtape, has remained on both V103's and Hot 107.9's nightly top-chart shows, and has northern industry execs contributing to the big buzz. His 'Gangsta Grillz' mixtape is set for a March release; his first album, 'NEW JOC CITY,' will be in stores in May."

Upcoming releases under the new Bad Boy South/Block Enterprises deal include new projects from gold-certified recording artists Boyz N Da Hood as well as solo albums from rappers Big Gee, Jody Breeze, Miami's Rick Ross, and rock 'n' soul artist Jill Rock Jones.

Block, an Atlanta native, worked from the bottom up to build a solid career for himself and his company, Block Enterprises, circa 2000. He, along with producer Jazze Pha, established Sho-Nuff Records, home of crunk R&B sensation Ciara, just after Block worked as president of Suave House. There, he oversaw projects for Tela, 8Ball & MJG, and Crime Boss. Shortly following his time with the Houston-based label, Block became Head A&R for Noontime Records. His impeccable ear for new talent and boundless creativity in artist development caught the attention of Diddy as he set to plant his mark in the southern region. Diddy looked no further than Block as his right hand below the Mason Dixon. "When Block and I first met," Diddy remembers, "I realized he had an ear for the streets of the South. Block brought Boyz N Da Hood to Bad Boy, proving that he knows the sound of Atlanta and the South." Kevin Liles, Executive Vice President of Warner Music Group, says of Block's ability to scout talent, "I'm

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going to support him forever." The successes of hip-hop super group Boyz N Da Hood helped introduce Block Enterprises to the mainstream and also catapulted the career of the rapper Young Jeezy, who has enjoyed phenomenal success since the release of the Boyz N Da Hood debut album in 2005.