

Hip-Hop Icon Darryl DMC' McDaniels Solo

Written by Robert ID1186
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Legendary hip-hop rap icon Darryl "DMC" McDaniels of the famed rap group Run DMC, has signed an exclusive agreement with Paid, Inc.'s Celebrity Services division to create and manage every aspect of the artist's first official fan club and fan club

web site, including online marketing initiatives and merchandising programs,

fan experience events, and fan club tour ticketing.

Run DMC, a groundbreaking, multi-platinum hip-hop rap group that took the music world by storm in the mid '80s, has sold more than 30 million singles and albums in the last 20 years worldwide. After Run DMC disbanded and one of its three co-founders, Jam Master Jay, died prematurely, DMC began work on a solo album.

On the heels of Paid's recent contract signings with Aerosmith and The Cars, DMC's two-year contract represents the third musical artist that Paid Inc. Celebrity Services has signed since strategically expanding its fan club capabilities beyond the professional sports celebrity arena into the exciting realm of music and entertainment. This lucrative two-year contract is anticipated to yield gross revenues in the millions, pending DMC's schedule and merchandise sales.

"I looked at several other fan club management companies but went with Paid Inc. Celebrity Services because they really get it-they understand my relationship with my fans better than anyone and can deliver more of what my fans want," said Queens native DMC. "For Paid, it's all about creating a memorable, interactive experience between an artist and his fans, not about mailing out a membership card and promising backstage passes."

Paid, Inc.'s creative team will collaborate with DMC to develop innovative fan club activities and exclusive fan experiences that will keep fans enraptured and build more loyalty. Activities for DMC fans may include everything from contests, to give-aways, online chats and limited-edition memorabilia, online celebrity interaction, contests and special events, as well as access to concert tickets and backstage passes. By making fans the priority, Paid is building the long-term relationships that foster and sustain true fan loyalty.

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"After two decades ago of being in the Run DMC limelight, DMC is still a legend among his very loyal, global fan base. That's why Paid is committed to creating a fan club experience that lives up to DMC's reputation and talent and exceeds fan expectations across the board," said Kristen Kuliga, VP of Paid, Inc. Celebrity Services division. "DMC's formidable talent and magnetic personality catapulted rap and hip hop to the forefront of the music business in the 1980s. His influence on these popular genres continues to this day."

Run DMC has blazed a 20-year trail through the music industry, changing the face of R&B by creating the first "new school" hip hop recordings and becoming the first rap act to get airplay on MTV, cross over into the pop mainstream, and earn gold, platinum, and multi-platinum status. In 1983, they released their first Top 20 R&B single, "It's Like That"/"Sucker M.C.'s." With their second album, "King of Rock" in 1985, they became the most influential rappers in the country, breaking down barriers between rock & roll and rap with the mega-hits "You Talk Too Much," and "Can You Rock It Like This." Run DMC's unique fusion of rock and rap exploded into the mainstream with their third album, 1986's "Raising Hell," the first rap album to hit number one on the R&B charts, the pop Top Ten and go platinum. Their biggest single, a riveting cover of Aerosmith's "Walk This Way," was recorded with Aerosmith's Steven Tyler and Joe Perry.

DMC is currently wrapping up his latest musical project entitled "Checks, Thugs, Rock N Roll," scheduled for independent release later in 2005. Jam Master Jay had completed just one of the three tracks he was slated to produce before his untimely death. To preserve Jay's legacy, DMC recorded a tribute song entitled "Missing My Friend." In addition, DMC just wrote his first book with Bruce Haring, King of Rock: Respect, Responsibility and My Life with Run- DMC. The book features a forward by rapper/actor Will Smith and profiles DMC's rise in the music business.