

## Hip-Hop Collective D4L Releases Album

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"DOWN FOR LIFE," the eagerly anticipated debut album from Atlanta-based hip-hop collective, D4L was released today on Asylum/DeeMoney Entertainment/D4L Records. The album features the irresistible hit single, "Laffy Taffy".

Since their founding in 2003, D4L have made a name for themselves as one of the most innovative outfits on the current hip-hop scene, pioneering the hot party sound known as "snap" music. Introduced by DJ T-Rock at the Bankhead, GA, club, the Pool Palace, snap music takes the Dirty South to a new level, as heard on a number of sensational mix tapes that have blazed through the ATL underground in recent months. Along with D4L, the sound of snap has broken out via such Bankhead-based artists as Trap Squad and Dem Franchise Boyz, as well as through the work of an influential group of strip club DJs known as the Legion of Doom DJs, whose ranks include such names as the DJ Cloud, DJ K-Base, and DJ Cool Aid.

The first snap track to break through to a national audience, "Laffy Taffy" is currently climbing the airplay charts, coming in this week at #13 with-a-bullet at Urban outlets, as well as #16 with-a-bullet at CHR/Rhythmic. In addition, the track's naughty companion video is in "Blazin'" rotation on MTV Jams and is the #2 most-played clip at BET and in Heavy rotation on BET's "Rap City." D4L will celebrate their album release with a performance today on BET's "106 & Park." "Laffy Taffy" is also the #2 video on Yahoo! Music and the #2 ringtone on Moviso.

"DOWN FOR LIFE", which also includes last year's underground smash, the crazy-catchy "Betcha Can't Do It Like Me", sees D4L doing what they do best, spitting nimble southern-fried flow over unprecedented snap grooves. Also known for their inventive dance moves, Fa-bo, Mook-B, Stoney, and Shawty Lo have created a truly unique new hip-hop noise, captured at its best on tracks such as "Game Owe Me," "Diggin" Me," and "Do It Like Me Baby." With the release of "DOWN FOR LIFE," D4L and the crispy fresh sound that has been popping the westside of Atlanta are certain to rock the rest of the country and beyond.

The album is in stores now.