

Hip Hop Trio SHOP BOYZ Ink Deal with Universal Republic Records

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OnDeck Records has inked a deal to market, distribute and release hot new genre-defying hop trio the SHOP BOYZ with Universal Republic Records. Hip Hop trio SHOP BOYZ, whose debut single "Party Like A Rockstar," scored as most added new single at urban radio last week, continuing to build excitement ahead of its official release today.

Launched by OnDeck Records, the hip hop trios' (SHOP BOYZ') initial breakthrough has been forged by Atlanta label's CEO, Brian 'Bingo' Ward, who has skillfully guided the groundbreaking trio's rapid trajectory into the mainstream. The group's riotous blast of hip hop -meets- rock has transformed the southern hip hop landscape, emerging from Atlanta's underground urban music scene and inspiring a new punk wave among the south's hip hop tastemakers.

With major labels in hot pursuit of the group since the beginning of 2007, the hip hop trio members, Fat, Meanie, and Sheed are being hailed as new pioneers of the genre. "We are excited to be in business with Brian Ward and OnDeck Records," stated Monte Lipman, President Of Universal Republic Records. "Brian is a great recruiter of talent and the SHOP BOYZ exemplifies the cutting edge of a bold new force in hip hop. Their willingness to go beyond the cookie-cutter approach in every way fits our label's artist-driven mission like a glove."

Brian B. Ward, CEO of OnDeck Records also commented: "OnDeck and The "Party Like A Rock Star," movement is already spreading well beyond the confines of the south. Monte Lipman and Universal Republic's great track record of thinking out-of-the-box and providing the ultimate exposure for their artists will ensure the SHOP BOYZ stay 'street' and connect with the millions of fans hungering for something new in hip hop."

Current plans call for the debut SHOP BOYZ album, Rockstar Mentality, to be released by Universal Republic on June 26. The group will be shooting a much anticipated video for "Party Like A Rockstar," later this week, to be directed by Marc Klasfeld (Nelly, Juvenile, Ludacris, Foo Fighters) and to be shot in their native Atlanta.