

## TrakStarz Sign New Label Deal

Written by Robert ID662

Wednesday, 05 January 2005 23:27 -

---

TrakStarz, the production duo who gained national attention after writing and producing the multiplatinum album debut of rapper Chingy, have formed a joint venture with Blackground Records, whose roster includes JoJo, Toni Braxton, Tank and the late Aaliyah.

Under the terms of the three-year deal, St. Louis-based Alonzo "Zo" Lee, 26, and Shamar "Sham" Daugherty, 29, will sign and develop talent through their TrakStarz Records label, as well as release their own album. Aside from the Blackground association, the TrakStarz will maintain existing song deals with Interscope and Capitol Records.

Hip-hop's Chingy's July 2003 release, "Jackpot" (Capitol), has sold more than 2.8 million units, according to Nielsen SoundScan. In addition to "Jackpot" -- paced by the crossover hit "Right Thurr" -- the TrakStarz collaborated with rap artist Chingy on his sophomore set, "Powerballin'."

The TrakStarz, says Lee, aim to "bridge the gap between St. Louis and the industry." The Missouri city is also home to another multiplatinum rap artist, Nelly, and the St. Lunatics.

## TrakStarz Sign New Label Deal

Written by Robert ID662

Wednesday, 05 January 2005 23:27 -

---

Among the St. Louis talent on the TrakStarz Productions roster are teen rapper Louis V, female R&B group STL, rap duo 2 Deep, male R&B singer JuJu and male rapper Starr 47.

"People are ready for something different, and St. Louis is delivering what people want to listen to," Daugherty says. "That's why we want to stay close to this source and create a pipeline. We want to be able to do what Dr. Dre has done: help artists realize their full potential."

The TrakStarz own and operate the St. Louis studio TrakMeet. They are currently recording their own project, with a second-quarter release date in mind. According to Lee, the set will feature dancehall and South African rhythms as well as R&B and hip-hop. It will showcase acts from the TrakStarz roster alongside Lee and Daugherty, who will be the main artists. Among the names being mentioned as potential guests are rap artist David Banner, Twista, Juvenile and Jon B.

Before forming TrakStarz in 2000, Lee played in various reggae and funk bands, and Daugherty was in a group called Out of Order. The two met when keyboardist Lee produced material for Out of Order.

The new partners began amassing production credits, working with MCA Records act the Whole 9, Bone Thugs-N-Harmony and Krayzie Bone and producing background music for several MTV shows. Then former 3 Strikes member Chingy signed with TrakStarz Productions.

## TrakStarz Sign New Label Deal

Written by Robert ID662

Wednesday, 05 January 2005 23:27 -

---

Since then, the TrakStarz have worked with a diverse list of artists, including Houston ("I Like That"), Ludacris ("Splash Waterfalls" remix, "Gold Digger" from the "Shark Tale" soundtrack) and Britney Spears ("Me Against the Music" remix).

"Outside of our DJ and strong musician backgrounds, what distinguishes the TrakStarz sound are powerful, edgy beats that appeal to the street and cross over at the same time," Lee says. "We play on our versatile backgrounds."

[Source](#)