

10 TO WATCH IN 2010:

ARTISTS



1 BRUTHA



Powered by a strong family bond, these five brothers resurrect the goose bump-raising harmonies and thrilling showmanship that were the hallmarks of groups like the Jackson 5, New Edition, and Boyz II Men. However, Brutha represents more than just a contemporary facsimile of these popular icons.

Equally talented, the Harrell brothers—Anthony, Jared, Jacob, Cheyenne and Grady— couple crystal-clear, five-part harmony with high-energy dance moves and a genuine exuberance for their craft. In short, Brutha is the real deal: bringing back the magical group dynamic sorely missing in today's music.

UPCOMING PROJECT:

Album: Vacancy

Release Date: April 2010

Label: Def Jam

Current Single: "One Day On Earth"

Next Single: "Yours Forever"

Features: R. Kelly, Rick Ross, Twista

SNAPSHOT: "Promotions plan on breaking Brutha by capitalizing on their fan base created by BET from their show "Brothers," re-connecting with their fan base via an innovative internet campaign and definitely a radio promo tour in key major markets."
- **Traci Adams**, *Urban Promotions, Def Jam*

Brutha is known to be 5 brothers that make up a super group, and were literally born to sing. They have an innate ability to harmonize, and their musical content is for both young men and women to relate to.

SIMILAR ARTISTS: Jodeci and 112

SOCIAL MEDIA SITES:

www.bruthamusic.com

www.myspace.com/thisisbrutha

www.twitter.com/brutha

www.youtube.com/bruthatv



2 J COLE



"Pardon the interruption/ A proper introduction is necessary/ When your sh-- is legendary." J. Cole may not have reached legendary status just yet, but the kid out of "Fayette-nam" (Fayetteville, North Carolina) certainly possesses the lyricism and hunger of some of the great ones. Although The Warm Up mixtape may have been the first time many people ever heard of the Jay-Z co-signed J.Cole, that was actually the follow-up to his relatively unknown 2007 mixtape with DJ On Point, The Come Up. Whether or not The Warm Up is the first you've heard of J. Cole, we can almost guarantee it won't be the last.

UPCOMING PROJECT:

Album: TBD

Release Date: Summer 2010

Label: Roc Nation/Columbia

Current Single: "Lights Please" (unofficial/mix show)

Next Single: "Grown Simba," "Lights Please," "Dollar and a Dream II"

Production: J Cole and others TBD

SNAPSHOT: "Through his mix tape "The Warm Up", J has built an incredible underground buzz and is already receiving accolades from rap press including mix tape of year award from Complex and he has a huge college fan base. We plan to leverage this groundswell by working actively through mix shows and colleges and build from there."
- **Brad Davidson**, *Urban Promotions, Columbia*

J Cole is known to be lyrical, thoughtful and intelligent.

SIMILAR ARTISTS: Kanye West and Drake

SOCIAL MEDIA SITES:

www.jcolemusic.com

www.twitter.com/jcolenc

THIS & THAT:

- J Cole is on Columbia through Jay Z's Roc Nation label
- His 2009 mixtape "The Warm Up" was named Complex magazine's mix tape of the year
- Graduate of St. Johns University
- From Fayetteville, NC
- Featured rapper on 'A Star Is Born' on Jay Z's Blueprint 3 album, song is 'A Star Is Born'



3 HAL LINTON

universalmotown

Call Hal Linton just another R&B act and you're simply not listening. While rooted in the traditional R&B sensibilities of Motown's halcyon days, the multi-talented 24 year old singer/songwriter's modern take on the genre has created his own melodic lane.

Hal Linton's musical styling cannot be boxed in or contained. Born in Barbados to classically trained musician parents, while growing up he soaked in the sounds of musical geniuses such as Al Green, Bob Marley, and Marvin Gaye. After moving to New York to pursue his music career dreams stateside, the sweet voiced Linton aligned with SRP Records, the same team that discovered fellow Bajan artists Rihanna and Shontelle. He was signed by Universal Motown Records President Sylvia Rhone in late 2008.

UPCOMING PROJECT:

Album: Return from the Future

Release Date: TBD

Label: Universal Motown

Current Single: "Southern Hospitality"

Next Single: "Yours Forever"

Production: Salaam Remi (Amy Winehouse, The Fugees, Jazmine Sullivan), Jim Jonsin (T.I., Lil Wayne), Bruno Mars and SRP's Evan Rogers and Carl Sturken.

SNAPSHOT: "Hal is such a gifted and talented performer. We want to get him on stage and in front of as many people as we can and let him touch people in the way that he does best. We will put him on a grassroots promo tour and we are also planning to target both lifestyle marketing outlets and social media to get him connected to his fans and build from there." - **Michael Horton**, *Urban Promotions, Universal-Motown*

Hal Linton is known to rock a stage!

SIMILAR ARTISTS: Maxwell, D'Angelo and Prince

SOCIAL MEDIA SITES:

www.facebook.com/hallinton

www.myspace.com/hallinton

www.twitter.com/hal_linton

THIS & THAT:

- Toured U.S. with Estelle and Solange Knowles.
- Performed electrifying rendition of "I Heard it Through the Grapevine" at the 2009 Soul Train Awards
- Performed during Motown dedicated NFL halftime show (on Thanksgiving Day)
- Performed on BET's Rising Icons



4 TEAIRRA MARI

asylum

"As time has progressed, Teairra's learned to move on from her past and learn from her mistakes in order to become a better artist. Now at just 22 years old, she is back on the music scene with a whole new image and adult sound. Teairra has plenty of exciting big plans set aside for her future and is certainly living proof that dedication and perseverance can pay off in due time. She is definitely At That Point." - **Parle Magazine**

UPCOMING PROJECT:

Album: At That Point

Release Date: Spring 2010

Label: Fo-Reel/Asylum/Warner Bros. Records

Current Single: "Sponsor" featuring Gucci Mane & Soulja Boy

Next Single: "Yours Forever"

Key Features: Flo-Rida, Pleasure P, Nicki Minaj, Rick Ross, Gucci Mane and Soulja Boy.

SNAPSHOT: "Teairra will soon embark on a national promo tour in support of her new single "Sponsor" and upcoming album "At That Point". Currently she is doing small market runs inclusive of radio event appearances/performances, on-air interviews and meet-n-greets." - **J Grand**, *Urban Promotions, Asylum/Warner*

Teairra is known to have a bubbly personality. She is assertive yet humble and very personable.

SIMILAR ARTISTS: LeToya Luckett, Teedra Moses, Kelly Rowland and Olivia

SOCIAL MEDIA SITES:

www.myspace.com/teairramari

THIS & THAT:

- Kontrol Magazine - January 2010 (Cover)
- Debut album *Roc-A-Fella Presents* debuted at #5 on the Billboard 200 albums chart and #2 on the R&B/Hip Hop albums chart (release date - August 2, 2005)
- Teairra will play alongside Bow Wow, Mike Epps, Ice Cube, Loretta Devine, Brand T. Jackson, Charlie Murphy and more in the comedic feature film *The Lottery Ticket* due to hit theatres in August 2010 (directed by Erik White)
- Appeared on BET's *The Mo'Nique Show* on February 25th
- Featured in Trey Songz "Neighbor's Know My Name" video
- Featured alongside Jackie Long (Soul Men, ATL, Idlewild) in the DVD *The Magnificent Cooley-T* (2009)



5 WAKA FLOCKA FLAME



When the So Ivey brand comes to mind, off top you probably think of Gucci Mane, followed by newcomer OJ Da Juiceman. Now there's another So Ivey offspring growing in the South. From Atlanta, Georgia – by way of Jamaica, Queens, New York – 23 year old Juaquin Malphurs is better known to fans and industry peers as Waka Flocka Flame, known also as Waka Flocka, or Waka for short. Call him whatever you want, but you're guaranteed not to forget his name – any of them. The name, Waka, was given to him by rapper and mentor Gucci Mane – and is a short of his real name, Juaquin. Flocka is an interpretation of the Spanish "flaca," which means thin or skinny, which is a description and nickname from his childhood. The surname, Flame, encompasses Waka's ability to deliver hot lyrics like fire.

UPCOMING PROJECT:

Album: TBD

Release Date: April 2010

Label: 1017 Bricksquad/Asylum/Warner Bros. Records

Current Single: "O Let's Do It"

Production: L Don Beatz (produced "O Let's Do It")

SNAPSHOT: "Waka will soon embark on a national promo tour. As he continues to perform regularly across the country we will continue to build radio activities in each market. We recently blasted the official "O Let's Do It" remix feat. Diddy, Rick Ross & Gucci Mane. We will continue to work all versions of "O Let's Do It" at radio." - **J Grand**, Urban Promotions, Asylum/Warner

Waka Flocka is known to be very personable, intelligent and articulate.

SIMILAR ARTISTS: Gucci Mane, Ludacris, Shawty Lo, Rick Ross, OJ Da Juiceman

SOCIAL MEDIA SITES:

www.myspace.com/wakaflockaflame

www.twitter.com/wakaFlocka1017

www.facebook.com/pages/Waka-Flocka-Flame/178389399364

www.youtube.com/wakaflocka1017

THIS & THAT:

- Salute Me or Shoot Me Vol. 1, Twin Towers, and Shootin' the Breeze Cookin' that Fire. These street albums have led to appearances in industry DVD's such as "Hood Affairs," "The Come Up," "Smack DVD," "Night Life" and "Raw Report."
- He recently released a new mixtape entitled LeBron Flocka James
- Official Waka Flocka Flame Remix of "O Let's Do It" features Diddy, Rick Ross & Gucci Mane



6 BERTELL



The streets of southwest Houston gave us a force to be reckoned with on the R&B music scene, Bertell Young. This 24 year old budding star, is recognized in the south as one of the hardest working young artists in the industry. It's through his humble beginnings and overcoming homelessness and adversity that we can truly hear the soul and heart of a genuine artist. This one-man-band has a sound that is reminiscent of Jodeci's urban vibe, a twist of R. Kelly, the likeability and talent of Usher, and tenacity of Lil' Wayne all balled up into one. His vocal prowess and lyrics are set to capture the hearts of all age groups.

UPCOMING PROJECT:

Album: Goin Hard

Release Date: Spring 2010

Label: Upscale Music Group/Black Baby Inc/Capitol

Current Single: "Beat it Up"

Production: Bryan Michael-Cox

Album Features: Bun B.

SNAPSHOT: "Our promotional plan for Bertell is to first, do intensive virtual marketing plans which will include the video. Followed by in depth promotional tour in which Bertell will do radio, press, video, retail and meet & greets. Also, we will utilize Grammy Winning producer Brian Michael Cox who signed Bertell. Brian Michael Cox will accompany Bertell on selected dates to discuss Bertell's signing as well as what it takes to be in the business." - **Craig Davis**, Urban Promotions, Capitol

Bertell is known to be hardworking and focused.

SIMILAR ARTISTS: Jodeci, R. Kelly

SOCIAL MEDIA SITES:

www.bertellonline.com

www.twitter.com/bertellonline

THIS & THAT:

- Has been opening act for R. Kelly, Bobby Valentino, Trey Songz, Scarface, Lil Flip, Mike Jones, Bun B, Chamillionaire and many more.
- Has graced the stage of the world famous Apollo Theatre
- Received over 1,500 radio spins across the South, Midwest and Northeast United States
- Sold over 18,000 copies of his R & B mixtape "Street Therapy Volume 1"
- Has collaborated with; Bun B, Adonis Strophshire, Johnta Austin, Royal Bayyan, Tim Owens, Billy Hume, Lil' Flip, Dem Franchise Boyz and Grammy winning producer Bryan Michael Cox.



7 VIVIAN GREEN



E1 Music is pleased to announce the release of "Beautiful," the new album by R&B singer and songwriter Vivian Green.

Green released her debut album, *A Love Story*, in 2002. The album was certified Gold and featured the hit "Emotional Rollercoaster." She followed this up with her sophomore album, in 2005, *Vivian*, which featured the hit single, "Gotta Go, Gotta Leave (Tired)." Green has sold over a million CDs between the two albums.

She also appeared in the Cole Porter biopic *De-Lovely*, singing a cover version of Porter's 1930 song "Love for Sale," and played Brenda Holloway in an episode of the first season of the drama series *American Dreams*, performing a rendition of Holloway's 1964 hit "Every Little Bit Hurts."

UPCOMING PROJECT:

Album: Beautiful
Release Date: April 6, 2010
Label: E1 Music
Current Single: "Beautiful"

SNAPSHOT: "Our promotion push is to bring Vivian back with this powerful ballad "Beautiful" which had a #1 most added at UAC radio week. Vivian will also be doing promo dates in March and April and a full tour in April. We will have a video to the single which is already shot." - **Shadow Stokes**, *Urban Promotions, E1 Music*

TARGET AUDIENCE: Urban AC

SIMILAR ARTISTS: Mary J. Blige, Chrisette Michelle and Melanie Fiona

SOCIAL MEDIA SITES:

www.viviangreen.com
 www.myspace.com/viviangreen
 www.twitter.com/vivian_green

THIS & THAT:

- Vivian will be a feature in *Uptown Magazine* this Spring 2010.
- Over 100 UAC spins in 2 weeks



8 YO GOTTI



He's been called "The Next Jeezy." He's a street rapper who makes hood anthems with the potential to reach the masses just like Young Jeezy, Rick Ross and Plies did before him. Yo Gotti's second studio album, *Live From The Kitchen*, will surely be the album that takes him from street sensation to national star. Boasting production from Cool & Dre (Lil Wayne, *The Game*), Shawty Redd (Young Jeezy, Snoop Dogg), DJ Toomp (T.I., Kanye West) and others, Yo Gotti's latest concoction boasts his trademark street tales delivered with beats hard enough to sustain his street roots yet catchy enough to catch the ear of the average rap fan.

UPCOMING PROJECT:

Album: Live from the Kitchen
Release Date: March 23, 2010
Label: J Records
Current Single: "Women Lie, Men Lie" featuring Lil Wayne
Production: Jim Jonsin (Pitbull, T.I, Soulja Boy Tell 'Em), Cool & Dre (Lil Wayne, *Gym Class Heroes, Game*), Shawty Redd (Young Jeezy, T.I)
Features: Lil Wayne, Jazmine Sullivan, Young Jeezy, *The Game*, Gucci Mane, Keri Hilson, Trey Songz

SNAPSHOT: "We are breaking Yo Gotti the old fashion way. We started in the clubs and mix shows with "Women Lie...Men Lie" and it is now growing in regular rotation at every station across the country. Yo Gotti will be doing a 30 city tour starting in March and is poised to be the next Rap Star." - **Geo Bivins**, *Urban Promotions, J Records*

Yo Gotti is known to be the King of Memphis aka KOM. He refers to self as "a rapper repping reality."

SIMILAR ARTISTS: Young Jeezy, Plies, Rick Ross, Gucci Mane, Lil Wayne

SOCIAL MEDIA SITES:

www.yogottimusic.com
 www.facebook.com/yogotti
 www.myspace.com/yogotti
 www.twitter.com/YOGOTTIKOM

THIS & THAT:

- Most well-received album, *Back 2 Da Basics* featured appearances by Lil' Wayne, Bun B, and 8 Ball, peaking at No. 7 on Billboard's Top R&B/Hip Hop chart listings in 2007
- DJ Drama *Cocaine Muzik 3* released in the fall of '09
- DJ Drama *Cocaine Muzik 4* mixtape blasted recently
- Gotti Performed the "5 Star" remix on 106th and Party 2010 New Years show ft. Nicki Minaj.

10 TO WATCH IN 2010



9 K MICHELLE



K. Michelle, a native of Memphis, TN is here to bring soul and real singing back to R&B. Her powerful vocals, provocative lyrics, raw and unapologetic personality; mixed with the charm of a southern girl are ready to be introduced to the world via her musical diary. Her debut album *Pain Medicine*, due in Spring 2010, is a journey of love, sex, relationships, heartache, and the day to day survival of a woman.

UPCOMING PROJECT:

Album: *Pain Medicine*

Release Date: Spring 2010

Label: Hitz Committee Ent/Jive

Current Single: "Fakin It" feat Missy Elliot

Next Single: "Met Your Match"

SNAPSHOT: "K Michelle represents an extraordinary blend of pure vocal ability and Urban attitude. Her nationwide exposure as opening act for R Kelly this past fall has her primed and set to deliver the goods to radio. Her current "Fallin" single is being received with a big "like" factor and stands ready to debut on the Urban chart shortly." - **Larry Khan**, *Urban Promotions, Jive*

K. Michelle is known to be bold, sexy, charismatic, raw and original.

SIMILAR ARTISTS: Keyshia Cole, Jazmine Sullivan and Melanie Fiona

SOCIAL MEDIA SITES:

www.Kmichellemusic.com

www.Myspace.com/Kmichellemusic

THIS & THAT:

- K. Michelle is currently recording her debut album *Pain Medicine* on Hitz
- Performed National Anthem at a Cleveland Cavs playoff game last year: www.youtube.com/watch?v=8fJXfm-9T6Q
- In the studio rehearsing: www.youtube.com/watch?v=sH21KcQz1IM&feature=player_embedded
- Featured on MySpace "Introducing" section; which is a program dedicated to artists on the rise: www.myspace.com/music/introducing?profileID=366540241



10 B.O.B.



Sometimes it pays to be different. Hailing from Atlanta, Georgia, a city known for its outcasts, B.o.B aka Bobby Ray is truly out of the ordinary. At just 21 years old, the rapper - born Bobby Ray Simmons - has become a breath of fresh air in Atlanta's snap and trap-obsessed scene. Known primarily for his heavy smoker's anthem, "Cloud 9," and the frenetic energy of his song "Haterz Everywhere," B.o.B scored a record deal with Atlantic Records while he was still in high school. Now, the teen-aged rap phenomenon is ready to bring his genre-bending style nationwide with his highly anticipated debut, *B.o.B Presents: The Adventures of Bobby Ray* on Rebel Rock/Grand Hustle/Atlantic Records.

UPCOMING PROJECT:

Album: *B.o.B Presents: The Adventures of Bobby Ray*

Release Date: May 25, 2010

Label: Rebel Rock/Grand Hustle/Atlantic Record

Current Single: "Nothin' on You" feat Bruno Mars

SNAPSHOT: "For the last two years B.o.B. has been on a serious grassroots grind, we are going to build on the incredible momentum that he has and stay the course. We plan to get out there, get on the road, and get it done the old fashioned way." - **Azim Rashid**, *Senior-Vice President, Special Ops/Atlantic Records*

B.o.B is known to be highly energetic and versatile (sings, raps, writes).

SIMILAR ARTISTS: Lupe Fiasco, Outkast, Common

SOCIAL MEDIA SITES:

www.bobat1.com

www.myspace.com/bobat1

www.twitter.com/bobat1

www.facebook.com/bobat1

www.youtube.com/user/bobat1

THIS & THAT:

- Currently on tour with Goodie Mob.
- Plans to release mixtapes every 6 weeks until album drops.
- Collaborated with TI on "Sittin on Top of the World."
- B.o.B's "I Am The Champion" is featured as the promo theme for the 2009-2010 ABC/ESPN NCAA College Football Bowl Season.
- B.o.B will be the third artist in the Reebok Classic Remix Collection series to re-interpret a classic song.
- B.o.B's "Created a Monster" was featured in new spots for Nintendo DS.
- "Mellow Fellow" was the MySpace single of the week 8/5/2009
- USA Today "The Playlist" song feature in September 2009