

E-DEE

JA 2 LA 2 DI WORLD



ARTIST: E-DEE

TITLE: JA 2 LA 2 DI WORLD

CATALOG#: ULR 44882

FORMAT: CD

FILE UNDER: DANCEHALL/REGGAE HIP-HOP

SIMILAR ARTISTS: BEENIE MAN, SEAN PAUL, SHAGGY

TRACKS: 1. FIYAH BURN 2. TEACHA GIRL 3. CRUISE 4. JACK IT UP 5. R U READY?
 6. HUSSLER 7. UPTOWN GIRL 8. SUGAR CANE 9. SPECIAL 10. OOH NAH 11. MOVE DAT BODY
 12. WET UP 13. ENEMIES 14. SIC N TIRED 15. CANT STOP MI 16. GOODIE
 17. BETWEEN THE SHEETS 18. MAMMA

INTERNATIONAL STREET DATE 8/9/05

U.S. STREET DATE 1/10/06

Since coming to Los Angeles from Jamaica 4 years ago E-DEE has been building a loyal underground following. He has performed on every major reggae festival to come to California. The list of artists he's opened for reads like a who's who list in Dancehall-Reggae music like; BEENIE MAN, SEAN PAUL, ELEPHANT MAN, ELEPHANT MAN, LADY SAW, BOUNTY KILLER etc. His cross-over appeal has landed him shows opening for D12 and Ja Rule. He is featured on three songs on Ms. Triniti's EMI-Toshiba's release. He recently completed filming in new Urban action feature film "The Party" starring RL from NEXT & Darryl Hammond from SNL. E-Dee also contributed two songs from "JA 2 LA 2 DI WORLD" to the movie. The single "R U Ready?" is in rotation at many radio stations and the video in which Omarossa from THE APRENTICE makes a cameo as E-Dee's helicopter co-pilot, will air at BET and other video outlets. With early television appearances on UPN's "Live In Hollywood" the buzz about E-DEE has been growing since his arrival in the states and now with the release of JA 2 LA 2 DI WORLD the buzz has increased to a roar and the streets are listening and the world is ready for the blazin new sound of Dancehall/Reggae/Hip-Hop/RnB blend on E-DEE's newest release.

KEY SELLING POINTS:

- FEATURES THE SINGLES "R U READY?," "BETWEEN THE SHEETS", "HUSSLER" "OOH NAH"
- 18 SONGS OF ORIGINAL MUSIC UNAVAILABLE ELSEWHERE, INCLUDING COLLABORATIONS WITH MS TRINITI, JAZMYNE, AND FATHER TIMES.
- MUSIC VIDEO
- CONNECTICUT RECORD POOL - TOPTEN URBAN INDIE
- IMPACT RECORD POOL (LA) DIR PICK 6/10
- FLAMINGO RECORD POOL (MIAMI) HOT INDIE PICK 6/21
- RECORD SYSTEMS POOL (LAS VEGAS) WATCH LIST
- NEW DANCEHALL REGGAE HIP-HOP SOUND!!
- PRODUCED BY : QMILLION (MS TRINITI, JUELZ SANTANA, JOJO)

MARKETING:

- VIDEO FOR "R U READY?" BEGINS AIRING JULY ON BET
- DJ RECORD POOLS SERVICED WITH SINGLE
- REGGAE RADIO & COLLEGE RADIO SERVICED WITH SINGLE
- PRINT AND ONLINE CAMPAIGN
- MUSIC VIDEO
- STREET TEAMS PROMOTING IN NYC, MIAMI, & LA

RECEIVING AIRPLAY NOW ON: WRTN NY, IRIE JAM-FM NY, LINK UP RADIO NY 94.5, KEGC LA, WVOX, KCEP POWER 88 LAS VEGAS, KKBT LA, KPFA LA, INDI 103.1 LA, ROYAL RADIO 106.3



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