

SDM Secures Deal w/DEF Jam for South Carolina recording artist Lil Ru

By Tai Saint Louis

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Stupid Dope Moves Inc. owned by famed radio personality Charlamagne Tha God. Has secured a recording deal for South Carolina rapper Lil Ru with Def Jam Records.

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**Stupid Dope Moves Secures Deal with Def Jam to Introduce South Carolina's First Major Hip-Hop Artist
New Def Jam Signee Lil Ru Already Impacting Billboard Charts**

ATLANTA, GA – March 11, 2009 – Famed radio personality Charlamagne Tha God is proud to announce the transition of South Carolina rapper Lil Ru from his Stupid Dope Moves (SDM) lifestyle brand to Hip-Hop powerhouse Def Jam Records. Following extensive negotiations, with the support and assistance from the Stupid Dope Moves infrastructure, Ru finalized his recording contract with the label this week, making him the first South Carolina Hip-Hop artist to land a major recording contract.

The pioneering move is only the most recent for Lil Ru, who attained great success as an independent artist while signed to Stupid Dope Moves. Since first emerging on the scene, the Columbia, South Carolina native has had a string of regional hits, garnering the attention of national Carolina powerhouses like DJ B-Lord, DJ Chuck T and SDM co-founders Charlamagne Tha God and DJ Frosty.com of Columbia's The Beat 100.1 (WXBT-FM). As a member of the SDM family and through strong ties with local indie label Headhunter Records, it was only a matter of time before Ru's exposure went from regional to a national audience thanks to features on MTV Jams and BET.com. Now with his current single landing the #88 on Billboard's Hot R&B/Hip-Hop Songs chart and nominated for the 2008 Southern Entertainment Award for Song of the Year, Lil Ru is positioned to blaze a new trail for his home state.

For Charlamagne Tha God, Lil Ru's success is only the first example of the results of his well-executed vision. Since its inception, Stupid Dope Moves has aimed to bring awareness to North and South Carolina's vast urban talent pool, which remains widely ignored despite the success of artists like Petey Pablo and Little Brother. The lifestyle brand's alliance with Headhunter Records further guarantees the Carolina movement's success. Owned and operated by producer 9 Mill and Lil Bo, Headhunter Records is home to a roster of bonafide stars in the making, including Lil Broad, whose single "Do You Mind" is currently gaining regional momentum. "Stupid Dope Moves and Headhunter Records are just positioning ourselves to be what Poe Boi and Slip 'n Slide are to Florida; what Swisha House and Rap-A-Lot or to Texas," explains the former co-host of the syndicated Wendy Williams Experience radio show. "South Carolina and the Carolinas in general are the next region to blow in this Southern Rap movement, which means we are the next region to blow period. Lil Ru is just the beginning. We've got an army of artist on deck: Marley Marl, Statehouse, Primo Star, Arab, Lil Brod, Collard Greens; the list goes on. We also have a bevy of producers like 9 Mill, Tony Gunz, Midi Marc, and Vendetta who are bringing a new sound to the game. We built for this...Allah Loves Us."

About Stupid Dope Moves, Inc.

Owned by Charlamagne, DJFrosty.com and Kevin "P.P.G." Hunter, Stupid Dope Moves, Inc. made it's presence known in 2008 with the release of South Crack "The Album" via Lightyear/EMI. The

compilation, which showcased South Carolina's most promising artists, has sold over 16,000 units to date. It has also yielded two Southern Entertainment Award nominations, with both "Hood Hard Reloaded," featuring Lil Ru and Mac A Don, and "I'm Clean" featuring Headhunter recording artist Collard Greens nominated for Song of the Year. For more information, please visit www.stupiddopemoves.com or contact Tai Saint-Louis with An' What?! Marketing at sdm@anwhatmarketing.net or 678.793.6179.

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