

Veteran Rap Artist Sir Mix-A-Lot

Written by Robert ID423

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Versaly Entertainment, the leading Mobile Brand Management(TM) company, has entered an agreement with world renowned Hip-Hop artist Sir Mix-A-Lot to create and produce hot new ringtones for the youth demographic. The new MixTones(TM) are created exclusively for the mobile phone. Sir Mix-A-Lot is the Seattle-based 17-year veteran rap artist known for such hits as "Baby Got Back," 1992's Grammy-winner for Best Rap Solo Performance, "My Posse's On Broadway" from the platinum album Swass, and "Two Horse."

The branded mobile products will be available through most major US and Canadian carriers, numerous international carriers and Versaly's ForFones mobile storefront, located at www.ForFones.com

. Versaly will be responsible for producing and distributing Sir Mix-A-Lot's MixTones including master ringtones and original voice ringtones and ringback tones. For sample MixTones go to www.versaly.com/public/NewsletterNov04/Preview/SirMixALot.htm

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"Versaly absolutely gets it - the need for funny, creative mobile products for the youth market," said Sir Mix-A-Lot. "There are a lot of mobile ringtones that just don't entertain, due to a lack of originality and sound quality. I chose Versaly because we have a shared goal of creating high quality products that deliver the true Hip-Hop experience. Their Mobile Brand Management approach and global distribution network will bring the best mobile products to my fans."

Mobile Brand Management is Versaly Entertainment's trademarked approach to the mobile entertainment market. Versaly's tailored approach to advancing brands in the mobile marketplace capitalizes on the company's careful planning, innovative and quality products, worldwide distribution and insight with consumer interests.

"Versaly recognizes Sir Mix-A-Lot as one of the groundbreaking figures in the Hip-Hop culture," said Matthew Feldman, president and CEO of Versaly Entertainment. "We know that a talent of his caliber will help us continue to expand our strong Urban and Hip-Hop content offerings for the youth demographic."