

New Label Financed by Shaquille O'Neal

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Adding to its impressive and rapidly-growing roster of artists, KOCH Records has entered into a marketing and distribution deal with DEJA34 Records, a new label financed by Shaquille O'Neal and launched by friend and protégé Mark Stevens.

Mark Stevens has been named label CEO and hip hop artist DJ Kayslay has been named head of A&R. The first release will be a new full-length by DJ Kayslay, slated for release in April 2005.

DJ Kayslay has previously released two albums on Sony Music, "Streetsweeper Vol. 1: Where You're From" and "Streetsweeper Vol. 2: Pain From the Game." Combined, they have sold close to 500,000 units. In addition, Kayslay hosts a popular radio show on New York's Hot 97, and his mixtapes are some of the most popular and top-selling in the country.

Stevens says, "I'm excited about entering into a partnership with a company with an incredible sales history." O'Neal continues, "It is easy to finance a company that you believe in."

Alan Grunblatt, General Manager/Executive Vice President of KOCH Records, adds, "It's a real pleasure entering into a partnership with Mark and Shaquille. As everyone knows, Shaquille loves hip hop and I fully expect DEJA34 to be one of the top independent labels of 2005."