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SMACK DVD LAUNCHES ALBUM, GETS MAJOR RETAIL DISTRIBUTION AS PART OF KOCH DEAL

Popular street title to release album/DVD combo nationwide

May 23, 2006 (NEW YORK) - On Tuesday, June 6, a momentous occasion in hip hop is taking place as **SMACK** (Streets Music Arts Culture & Knowledge), the most respected brand in urban street DVDs, is set to release **SMACK The Album: Vol 1** on Koch Records. This two-disc DVD and audio CD combo is the first DVD magazine of its kind to receive a major distribution deal.

Whereas SMACK has previously had little to no retail support (*yet has still managed to sell over 750,000 units to date!*), **SMACK The Album: Vol 1** will be sold at all Trans World Entertainment stores (which include FYE, Coconuts, Warehouse Music, Sam Goody, and Suncoast), Target, Best Buy's "Power Wall", and Circuit City (including the Sunday paper circulars). This is indeed a major coup for a hip-hop DVD magazine that once could only be found on the streets or in small independent retail stores.

SMACK The Album: Vol 1 features new, exclusive music from hip-hop's most credible rappers, including **DMX, Young Jeezy, Fat Joe, Bun B, B.G., Juvenile, Maino, and Stack Bundles**. The album's lead singles include a track entitled "Work" from BMF Entertainment's **Bleu Davinci** and a Def Squad (**Redman, Keith Murray, Eric Sermon**) reunion track entitled "Don't Make No Sense." The DVD portion includes exclusive videos, performances and controversial interviews from **Paul Wall, Mike Jones, E-40, Mannie Fresh, Murder Inc.** and **Funkmaster Flex** with an exclusive video for every artist featured on the audio CD.

"We are enthusiastic about the opportunity we have to bring our title to a national market," says owner and CEO Troy "Smack" Mitchell. "It's more than just a DVD - it's a movement. Plain and simple, we are the streets."

Mitchell, a native of Queens, New York, launched SMACK DVD Magazine in 2002 to provide a tool for up and coming rappers to get their message to the world. Despite the doubts of the music industry, Mitchell recognized the consumer's need to connect directly with artists who lacked mainstream exposure. With exclusive interviews, performances, freestyles and THE INFAMOUS SMACK BATTLE to close out every edition, the SMACK movement has built an astounding fan base since its debut four years ago as the first DVD magazine of its kind.

The major release of **SMACK The Album: Vol 1** on June 6 is just the first of many new SMACK projects. This fall, SMACK will release a **Raw & Uncensored** DVD featuring

controversial footage from prior volumes that ended up on the cutting room floor. A SMACK print magazine and documentary video series is also in the works.

SMACK DVD is widely respected in the music and entertainment industries:

- “SMACK is the truth...” – Fat Joe
- “It’s an honor to be on a SMACK DVD...” - Busta Rhymes
- “One of the livest DVD magazines...” – Method Man
- *When Fat Joe conquered his fear of flying, SMACK DVD magazine was right there with him. It’s exclusive content like that, plus interviews with hip hop heavyweights, freestyle sessions and no-holds-barred battles that make SMACK so addictive – VIBE, September 2004*
- “...the most recognized DVD franchise on the streets.” – *The Source*, May 2006

RECENT ACCOLADES

- “Best DVD Magazine” – 2005 Justo Mixtape Awards, New York
- “The Juice 100” - *VIBE* 11th Anniversary “Juice” Issue – September 2004

For media inquiries and interviews, contact Shante Bacon (917-553-0005) or Saptosa Foster (404-909-6493).

ABOUT S.M.A.C.K.

Launched in November 2002 by Queens native Troy “SMACK” Mitchell, SMACK (Streets Music Arts Culture & Knowledge) quarterly DVD magazine has become the bible of the hip-hop world. With exclusive interviews, concert footage, car shows, freestyles and exclusive live battles included in every edition, SMACK has distinguished itself as the first DVD magazine of its kind. To date, SMACK has sold over 750,000 units – with no retail support! Artists featured in previous issues of SMACK include 50 Cent, Juelz Santana, Jadakiss, David Banner, State Property, Raekwon, Ghostface Killah, Joe Budden, Eminem, Fat Joe, Jim Jones, Cassidy, Xzibit, Cam’ron and T.I.

