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DAWN RAID MUSIC SIGNS 3 YEAR LABEL DEAL WITH SMC/FONTANA FOR THE U.S



Andy Murnane (Dawn Raid), Ralph Tashjian (CEO - SMC), MONSTA, Will Bronson (Creative Director - SMC), Brotha D (Dawn Raid), Savage, make it official at SMC in San Francisco

San Francisco based leading independent Hip Hop label SMC Recordings / Fontana has signed an exclusive three-year distribution deal with iconic New Zealand music label Dawn Raid. The new deal lands on the heels of a successful run on US soil by the local label with marquee artist SAVAGE selling over 2 million units of his Billboard 100 hit single 'Swing'.

SMC Recordings / Fontana (Independent distribution division of Universal Records) is home to Grammy winning urban artist Killer Mike, Capone N Noreaga, Rakim, Pastor Troy and independent hip hop alumni Murs, 9th Wonder, Pill, Mistah Fab & Messy Marv.

Anyone that's familiar with the boys from Dawn Raid will tell you they don't make business moves without an end goal and the joint CEOs are buoyant about the possibilities of firmly establishing their label and brand of kiwi entrepreneurialism in the US Market.

The deal allows for up to 6 albums a year to be released in the US and is envisioned as a direct path to the market - not only for Dawn Raid artists, but also for like-minded local labels looking for a chance in the US market.

“We’re excited to have a company like SMC as partners, they understand the foundations of urban music and are also prepared to look for new content models outside of the traditional media space. We have a number of creative ideas to bring to the US market and we look forward to a long term alignment of our brands” states Andy Murnane

“We are delighted to make Dawn Raid a part of the SMC family and look forward to a long and prosperous relationship with them. We believe in them as a company and a management team and see nothing but tremendous success ahead” - shared SMC CEO Ralph Tashjian.

We’re sure you’ll agree that the future looks bright and in addition to the new deal Dawn Raid CEO, Andy Murnane, will be taking an executive role at SMC Recordings focusing on new business development in the US Market.

SAVAGE PRESENTS: THE TRIBAL COUNCIL - 2 X CD RELEASED IN US OCT 5th

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