



## PRESS RELEASE

### **Antibody to Produce Hip-Hop Content Under Universal Deal**

*Alliance with Rush City II Music Label Leads to Music Video Productions for DMX, Jagged Edge.*

Los Angeles, CA – April 17, 2009 – Antibody Films will be the production company responsible for music videos, electronic press kit (EPK) materials, and short-form “webisode” content under Rush City II’s new distribution deal with iMG and Universal Music, signed on April 2. Artists attached to release new music under this deal include hip-hop stars DMX, the Casey Twins from Jagged Edge, Carl Thomas, Ben Star, and Phenom, at a total budget of over two-and-a-half million dollars.

Rush City II Music is a subsidiary to the five-year-old Atlanta-based hip-hop music label Rush City, headed by John Cephus, which has produced albums for stars like Cassidy, the Nappy Roots, Terry Phillips from BlackStreet, Corey Green, and Darly Pearson; and has released albums on Sony Music Publishing ATV and Warner Brothers Germany. Rush City is also the exclusive talent buyer for the Label Events Group operating out of Dubai, UAE.

Antibody’s success pulling elements of music performance, interview footage, and unscripted “reality” content together in its recent documentary *Players Toast* convinced John Cephus that Antibody should be the production house for the video elements under the iMG/Universal deal. “The music industry has changed,” says Cephus. “You still need music videos, but in order to connect the fans with the artists, you need something more. Our goal is to bridge the gap between artist and fans through mini-movies. I know the team at Antibody can handle both sides of that equation – high-gloss videos, and also the gritty background stories of the artists actually making the records.”

Antibody will work with Rush City as well as its artists to design the creative content of the videos and the overall experience delivered to fans via television, web, and mobile devices.

This is a departure from the long-form content Antibody has been known for, but Antibody co-founder Chris Aronoff sees the deal with Rush City as the first step in a longer path. “Music and movies have always gone together, and in hip-hop especially, the lines between musician and actor are blurry. DMX has already starred in theatrical films, and many of these other artists eventually will. This deal lays the groundwork for projects in a variety of formats.”

#### **About Antibody Films ([www.AntibodyFilms.com](http://www.AntibodyFilms.com))**

Antibody Films produces marketable, high-impact, audience-friendly films and television projects. The company aims to release two to three original narrative or documentary projects per year, either as theatrical releases, straight-to-video or original cable programming. Producers Chris Aronoff and Jesse Lawler oversee all company operations and film productions, while eagerly collaborating with outside artists and financial partners. Writers interested in submitting material to Antibody should send a brief query letter to [submissions@AntibodyFilms.com](mailto:submissions@AntibodyFilms.com).

#### **About Rush City II Music**

Rush City II Music is a Washington, DC company headquartered in Springfield, Virginia, and focused on producing and managing recording artists. Rush City has over ten years of label experience, from A&R to marketing to music promotions. A newly-signed deal with Universal Music and Video Distribution allows Rush City to sign major-label artists and maintain their world-

class marketing platforms while operating independently. Rush City also has the freedom to recruit and sign new artists and companies seeking to expand their marketing and promotions platform to a national level.