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public relations

**FROM TURNTABLES TO TONES: HIP HOP LEGEND
GRANDMASTER FLASH SIGNS ON TO SPIN BLINGTONES FOR
YOUR CELLPHONE**

**BlingTones, The World's First Wireless Record Label, Announces Deal with
Hip-Hop Founder**

(New York, NY – May 2006) World-renowned DJ and hip-hop founder Grandmaster Flash has just signed on to Cellfish Media's BlingTones, the wireless label that was the first to provide original hip-hop content to the mobile arena. Flash was the first DJ to play the turntables as a musical instrument, as a pioneer for cutting and mixing, and it is more than fitting that he is now taking his place in the next phase of the genre's development – mobile music.

The demand for mobile music downloads has exploded in the past few years, and BlingTones has been a leader since its inception in 2004, signing some of the industry's most creative and innovative artists to provide one-of-kind ringtones. Flash is the latest addition to a star-studded roster of rappers and producers, including Lil Jon and Denuan Porter, and he will be implementing his producing skills to drop hot new tones in the style that has become signature of the wireless label.

"BlingTones is just as exciting as when I first came up with the turntable science – every hip-hop DJ in the world uses it today," says Flash of his collaboration with the label. "In the same way, everyone has a cellphone and everyone wants to hear music on their phone – and they want it first. That's just what BlingTones gives them."

Jonathan Dworkin, Vice President of A&R for BlingTones, is more than excited about the deal with Flash, and looks forward to the possibilities of working with one of the legends of the industry.

"Flash is one of the most important artists in hip-hop," says Dworkin. "We're thrilled to have him as part of the BlingTones family and you can be sure that he's going to make phones around the world bump."

Grandmaster Flash continues to spin at clubs and events worldwide, and has his own show on Sirius Satellite Radio, "Flash Mash," where he mixes various musical styles as well as supports up and coming DJs and musicians. His staying power in hip-hop is

unmatched, and he has recently been nominated for induction into the Rock & Roll Hall of Fame, making him the first DJ and hip-hop artist to ever be nominated along with the Furious Five, the iconic group he formed known as one of the earliest and greatest rap groups of all time.

Cellfish Media, a division of Lagardere Active, creates and distributes original branded content including ringtones, wallpapers, animations, games and applications. Its divisions feature some of today's biggest music artists (Lil Jon, Tego Calderon, Q-tip, Pitbull, Emilio Estefan) and include Barrio Mobile, BlingGames and the widely acclaimed BlingTones, the world's first wireless music label. Headquartered in New York City, Cellfish Media brings together a team of 250 skilled professional and generated 2005 revenues of \$116 million.

Look for Grandmaster Flash BlingTones to appear on major carriers in the fall of 2006.

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PRESS CONTACT:

Dera, Roslan & Campion PR

 212.966.4600 X 15  212.966.5763