

# DukeDaGod “The D.I.P. Agenda”



New York, NY – SMC Recordings, one of the leading independent hip hop labels, along with Distrolord Inc, is excited to announce their upcoming release from Diplomats member, DukeDaGod. This will be the first album from the Dipset family before the infamous reunion album drops and will give fans a taste of what they’ve been missing. The album includes appearances by a slew of Dipset members and other heavy hitters including: Cam’ron, Jadakiss and of all people – Katt Williams.

DukeDaGod, a founding member of the group, The Diplomats aka Dipset; is a savvy businessman, rapper, producer, and master marketer. As an artist that has consistently had impressive outings, Dipset fans have been anticipating a project from DukeDaGod since his last official release, Dipset: More Than Music, Vol. 2, which is one of the DipSet best selling indie endeavors.

“This is the best album I’ve ever done. I’ve been away for so long that I took my time to really perfect it. It’s my graduation album.” Said DukeDaGod. “This is all brand new music so it’s like a new Dipset album. If you like Dipset you are gonna love this album.”

The D.I.P. Agenda features Dipset members; Cam’ron, Freekey Zekey, Hell Rell, J.R. Writer, 40 Cal. and Katt Williams and guest appearances by Jadakiss, Lil Flip, Sheek Louch and production by AraabMUZIK, and DukeDaGod.

The dual singles from the album are, “Dipset/DBlock Pt. 2” featuring Hell Rell and Sheek Louch. DukeDaGod shares, “It’s a real street record. It’s going to touch the souls of people and the video is going to be dope. The next

single, "After the After party" features Hell Rell, 40 Cal. and J.R Writer. "It's something you wouldn't expect from us but you'll definitely feel it." Said DukeDaGod.

DukeDaGod's release The D.I.P. Agenda is the first of many in a new partnership with Distrolord, an innovative music and technology company that supports digital optimization and development, which is right in sync with the model of the digital savvy SMC Recordings helmed by CEO Ralph Tashjian. Future projects through this partnership include releases from: Big L, 40 Cal., Neek The Exotic & Large Professor, Tragedy Khadafi and Streetlife featuring Method Man.

"SMC has a great machine behind them and amazing people working for them. They have had great success with a bunch of artists and really know how to dial into an artist's fanbase and expand it." shared CEO and founder of Distrolord, Gustavo Guerra.

"We are confident about this new partnership with Distrolord, they have the same vision as us, a roster of artists that have a real following and have done well independently." Said CEO Ralph Tashjian.

The D.I.P. Agenda on SMC Recordings/Distrolord/Duke Productions will be available in stores and online 11/23/10.