

# Industry Mogul Rich Isaacson Launches New Venture, R.I. Entertainment

Mika, Akon, Wu-Tang Clan, Shontelle, Xzibit, Steve Rifkind, SRC/Universal, Rondor/Merokee and Voco Music, LOUD.com...what do all of these artists and entities currently have in common? Music industry entrepreneur, Rich Isaacson. Isaacson, a veteran industry executive who built seminal hip-hop label LOUD Records from the ground up with childhood friend Steve Rifkind, is taking his business to the next level with his new company, Rich Isaacson Entertainment (RI Entertainment).

Through RI Entertainment, Rich will offer artists the opportunity to create a true, full service, 360 team of some of the best in the business. From artist management to record label opportunities, from music publishing to internet campaigns, Isaacson is poised with RI to create these effective synergies with a track record and industry history of success.

“We are in a time where we see the the record industry struggling to adjust to new market realities and where creative ways of doing business and the ability to move quickly are more valuable than ever,” emphasized Isaacson. “RI Entertainment will effectively help build and brand artists and companies in this changing landscape.”

A visionary with a gift for business development, Isaacson with Rifkind took LOUD Records from a mere \$3,000 per month in funding from BMG, to a \$100 million dollar entity boasting several multi-platinum artists like Wu-Tang Clan, Mobb Deep, Big Pun, Xzibit, Funkmaster Flex and Three6Mafia. Isaacson and Rifkind launched the first ever street teams, introducing what

became an industry staple of promotion. As president of both SRC (LOUD'S sister marketing company) and LOUD Records, Isaacson steered the operations of both companies with Steve and forged the expansion of SRC'S trademarked street team concept into corporate America. At SRC, Isaacson strategized and developed early urban marketing campaigns for clients like Miramax, Pepsi, Levi's, Nike and Hugo Boss. The expansion of the LOUD and SRC brands ultimately led to a first look deal with Miramax Films and the acquisition of SRC by advertising conglomerate Interpublic.

Of his extremely successful partnership with Isaacson, Steve Rifkind says, "We grew up together and if there is one person that I can turn to anytime or anywhere, it's Rich. I know he would be there for me and visa versa. I respect his business sensibilities and go to him for guidance on every major decision I have to make."

Isaacson's management clients include UK-based artist Mika, who he developed with partner Jerry Blair into a multi platinum seller, Nashville-based pop/rock band, Safetysuit, whose first single "Someone Like You" was a Top 15 alternative hit and the band's music was featured on the season premiere of the MTV monster hit "The Hills," and Danish pop band, Alphabeat, signed to EMI in the UK and Europe and already boasting a Top 10 debut in the UK.

He also currently runs day to day operations for SRC, reuniting with Rifkind in the Universal joint venture, whose roster includes Akon, David Banner, Shontelle, Asher Roth, Melanie Fiona, American Yard and Tami Chynn (produced by Akon).