



PRESS RELEASE - EFFECTIVE IMMEDIATELY – 2nd July 2013

OSCAR OVAFLOW JOINS DJC!

DJ Central Records appoints Oscar Ovaflow Clemons to the team. In the 90's, Oscar was fortunate to secure one of the very rare intern roles at MCA Records. During his 6 months as an intern he quickly built relationships with the team at MCA and worked on the promotions team for some of the greatest artists of all time including Mary J. Blige album "411", Jodeci album "Forever my lady" and "Diary of a mad band", Father MC album "Close to you", Christopher Williams album "Changes", Heavy D. and the Boys album "Blue Funk", Guy Album "New Jack Swing", Al B. Sure Album "In Effect Mode" and many others. Oscar worked very hard, and this created lifelong friendships that are still there to this day and earned him respect within the industry at a very early age. Oscar was at Uptown MCA from 1991-1994. This was an incredible stepping stone to the start of his career. The experience and friendships formed provided him with the opportunity to work the greats like Sean Puffy Combs aka P. Diddy.

Late in 1994 the opportunity arose for Oscar to work at "Rap-A lot Records". At Rap-A-Lot", Oscar worked on taking the "Ghetto Boys" album "Uncut Dope, Till Death Do Us Part" to the top of the charts. He also worked on promoting the "5th Ward Boyz album "Ghetto Dope" and one of Hip Hop's iconic stars "Scarface" and his album "The World Is Yours". That album was a strong seller and went top 10 on the Billboard charts as a direct result of Oscar's team and his hard work.

Later in the 90's Oscar made the move to return to his home roots in Atlanta Georgia. From here he set up his home consulting business in the Music Industry. Focusing on promoting artists and breaking acts through the major label system. During this time Oscar worked on many great albums promoting them to the greater North American music markets including working with record labels like Laface Records, SoSo Def, Rowdy Records, and Noontime Records. Oscar has been a vital and instrumental cog in the development of these labels, their artist rosters and the success that they enjoyed during the explosive growth years for the Rap and Hip Hop scene in North America.

Oscar's passion for music did not just stop at his super marketing and sales skills. In the late 90's Oscar wanted to get hands on engineering skills and that's when he decided to intern at Darp Studios under Dallas Austin. His work ethic is "can do" and there are no problems in Oscar's world, only solutions that need to be found.

Oscar is the A & R Director for North America for DJ Central Records and Blue Pie Records. Oscar works with Brian Lassiter and Damien Reilly to develop, nurture and promote new talent in the Hip Hop and Urban genres. Working with Blue Pie Records and DJ Central Records icon roster and all

priority artists, Oscar oversees all aspects of their marketing and promotional needs. Oscar is constantly hunting down and finding that illusive hit for his artists and we are honored to have Oscar on the team. For more information on Oscar you can visit the Blue Pie Records and DJ Central Records websites.

ABOUT DJ CENTRAL:

DJ CENTRAL TV is a new and exciting global dance and house music TV show that features lifestyle segments on all things youth, club, dance, and house music culture, bringing the global clubbing nightlife to your TV screens on FOXTEL's heralded Aurora Channel 183.

Hosted by the dynamic team along with a cast of industry names and artists from all over the world, each week they'll bring you the latest in dance and house music as well as featuring fashion interviews with celebrities from film to music and sport and bringing our own unique Australian feel to the world of dance and house music.

The shows format is built around a local club that we have selected that we feel represents the best of all the things that the show stands for. We will have segments on the venue itself, the latest music video clips, club competitions and promos, and even a latest news segment keeping you up to date with all the latest gossip in the DJ Club scene.

For more information, visit the official DJ Central website: www.djcentral.tv

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