



MOPPTOPP RECORDS

Launched with an emphasis on artist development, New York City based Mopptopp Records will sign and develop acts with divisions in Pop, R&B, Hip Hop and Dance. In a time where the record industry rarely develops talent the way they used to, the age of nurturing and fostering performers has become a thing of the past.

Mopptopp Records believes these individuals should be cultivated and groomed, honing their skills under a watchful eye, preparing to set foot on the big stage. This type of foundation will give them the longevity and ability to have a successful career. Mopptopp Records is on the map as a label that still listens, develops and nurtures the artist.

Mopptopp Records is also known for their highly successful program, *Project Youth Initiative*, which offers free studio time to inner city teens that might not otherwise be able to afford such an expense, and discover their untapped potential. *Project Youth Initiative* also hosts a citywide artist competition.

RANDY WITHERSPOON, President

At the helm of Mopptopp Records is President, Randy Witherspoon. A serious lyricist, songwriter and producer, Witherspoon has made his mark in the industry working with such talents as critically acclaimed MCA recording artist Charisse Arrington, spoken word artist Carl Hancock Rux (Giant Step Records) and legendary jazz pianist, Onaje Allen Gumbs.

Witherspoon was commissioned by the Salt Lake Olympic Committee to produce and record the Official Dance Hit of the 2002 Winter Olympics. He wrote and produced the single *We Will Stand*, a tribute to the New York City Firefighter after 9/11. His music has appeared on numerous television shows and films, including *The Whoopi Show* (NBC) with Whoopi Goldberg.





Project Youth Initiative

Project Youth Initiative (PYI) is aimed at the young people living in public housing of New York City to seek out those who desire to express themselves through song, rap or spoken word.

For the untapped, and all too often overlooked talent, PYI will enable this otherwise invisible group of extraordinary artists to have their moment to step up to the mike — a mike that will knock down the barriers of race, economic status and privilege.

By doing a project-by-project talent search and then pairing down to the final two *Best to Represent*, PYI will culminate in a finale event with the best of all collective communities to compete for the grand prize, a record deal with Mopptopp Records with distribution. A compilation CD will also be produced, featuring the top two finalists from all participating neighborhoods.

PYI will focus on life experience as well as positive and non-gangbanging lyrics. Participants will be asked to conduct themselves in a manner that is becoming of a role model.

Mopptopp's goal through PYI is to give back, redirect, encourage, as well as be encouraged.



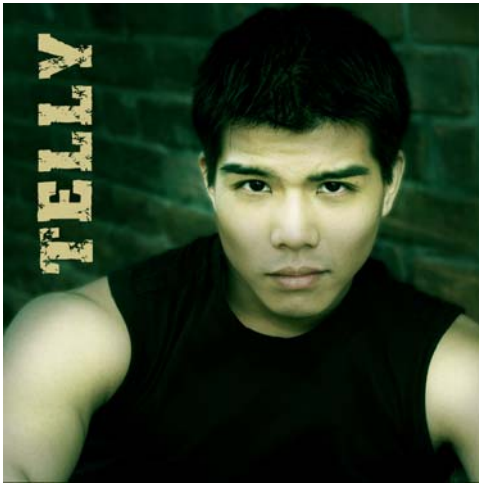


TELLY, Mopptopp Artist

Fusion of styles and diversity of tastes are what propels the music industry to its next incarnation. There is no doubt that recording artist Telly is a reflection of this philosophy. He was born and raised in Brooklyn, New York, where the influences of hip-hop, R&B, soul, pop, house and reggae have diversified him as a singer, songwriter and producer. Already a familiar name on Broadway, Telly is ready to make his debut CD noticed, as he creates a rhythm all his own.

“Everything inspires my music,” says Telly. “Listening to great singers like Luther, Aretha and of course, the great Stevie Wonder; accomplished producers like Rodney Jerkins, NERD, Wyclef - the list is endless. I learn from all genres, and am a blend of all of their influences.”

Telly’s self-titled debut CD is set to be released this summer.



TRACK LISTINGS:

Yummy
Getaway
Ain't Watchado
2 Late
Carolina Sweet Tea
Not This Time
R Train Local
Love is Love
Does He
I Can't Wait
Inspiration





FOR IMMEDIATE RELEASE
March 15, 2005

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Mopptopp Records Nurtures Developing Artists

Brooklyn-Based Producer Randy Witherspoon Launches Record Label With The Artist In Mind

New York, NY -- In this era of derivative artists and pre-packaged one-shot wonders, there is a passionate, vital new record label in New York with a mission to nurture talent, not merely market it. Mopptopp Records, the brainchild of producer, lyricist and songwriter Randy Witherspoon, launches this summer.

Witherspoon believes it is both necessary and smart to nurture artists rather than shoving them into the spotlight without the proper preparation.

“I believe an artist should be cultivated and groomed under a watchful eye. This type of foundation will give them the longevity and ability to have a successful career.”

With state of the art studio space located in the DUMBO section of Brooklyn, NY, Witherspoon’s versatile career includes performing with *Destin 2 B* and *Best Kept Secret*. Writing credits include several songs on Charisse Arrington’s critically acclaimed MCA debut album *Down With This*, work for Whoopi Goldberg’s sitcom *Whoopi*, the song *We Will Stand* in tribute to the local New York City Firefighters after 9/11, and the official dance song for the Salt Lake City 2002 Olympics.

This summer marks the debut of Witherspoon’s exciting Pop/R&B artist, Telly. Witherspoon produced and co-wrote the songs with the artist.

“Randy and I are first and foremost songwriters and artists – and we want to say something with our music,” says Telly. “There is nothing more fulfilling for an artist than singing his own jams. That’s why people like Stevie Wonder and Babyface really inspire my music. They write from life and experience.”

Giving back to the community is an important aspect of Witherspoon’s mission. Mopptopp’s *Project Youth Initiative (PYI)* offers discounts and free studio time to low-income, teen artists who otherwise would not be able to afford it. PYI will also be hosting a New York based talent competition in the coming months.

“The best feeling comes from watching someone listen to their work and seeing hope,” he says.

For more information on Mopptopp Records, its mission, its artists, and publicity photos, visit the website at www.mopptopprecords.com

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MOPPTOPP RECORDS LAUNCHES EXCITING NEW ARTIST

New York, NY -- New York-based Mopptopp Records, an independent label devoted to the nurturance and long-term development of versatile, exciting new talent, launches the ear-catching self-titled debut CD by the eye-catching new Pop/R&B artist, Telly.

Born and raised in Brooklyn, this enticing singer/songwriter is inspired by everything from soul to R & B to pop to his experience performing on Broadway. From the sensuous, danceable title track *Getaway* to the sensual *Yummy* to the rhythmic soulful *Ain't Whatchado*, the CD celebrates a variety of musical influences with Telly's unique personal style.

"We want audiences to be both feelin' the track and the content," says Telly. "A good song should make its listeners stir up emotion."

Telly co-wrote and co-produced the CD with Randy Witherspoon, the driving force behind Mopptopp Records.

"We also both share a common philosophy with regards to music-making - that good music is good music," he enthuses. "As a MOPPTOPP artist, I am given the freedom to write my own songs, produce my own tracks, and have creative control over my music. This kind of creative freedom is not often granted at a major label. Independent labels like MOPPTOPP give the artist room to create."

Witherspoon, whose work has appeared in venues as diverse as the Salt Lake City 2002 Olympics and the television show *Whoopi* is dedicated to artists' long-term careers and developing the individual talent, not pushing the artist into imitating work already out there.

"From the first time I heard Telly's voice riffing and crooning with such intent and passion, I knew I wanted to work with him. His gracious talent and remarkable musicianship awes me every time we're in the studio together. I am very confident that Telly's debut album will take his listeners on a soulful journey through his songs," Witherspoon says.

Telly relates their process of creating one of the CD's tracks:

"Randy is an amazing writing partner. We share many of the same music-making instincts, and we have a blast in the studio. Often times, we will start off our sessions with a small idea and by the end it will become a great jam. The inspiration for *Yummy* actually came at the end of a long recording session when Randy and I were both starving and ready to leave the studio to grab a bite to eat. I started singing "yummy" over a hot track that Randy had playing in the studio - and needless to say; we completely forgot about our empty stomachs and started writing the record. It turned out to be one of our most fun tracks! But, we were REALLYY famished after that session."

If the quality of Telly and his CD are any indication, it's time to invest in an entire shelf of CDs by the Mopptopp label. For more information, visit: www.mopptopprecords.com.

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Producer offers musical break

Music producer **Randy Witherspoon** has just opened a recording studio in Brooklyn's Dumbo section that will offer free sessions to teens who live in the projects.

Mr. Witherspoon says he hopes to discover talented hip-hop artists who might not otherwise be able to afford studio time. If they're good, he'll sign them to his startup label, Mopp Topp Records. "It's not only about making good music," says Mr. Witherspoon. "The motivation comes from helping good and sincere people realize their dreams."

To find the talent, the producer plans to go into public housing and hand out coupons for free studio time. The studio will subsidize the cost of these sessions by charging full studio rates to the professional musicians recording at the facility.

Mr. Witherspoon is also in the process of creating an *American Idol*-type of contest for rappers. ■



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