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EDUBB



Biography

Trendsetters, music makers and nationwide party starters are all words to describe new rap trio, EDUBB. Known as Almighty Dolla, Johnny BOI and Nem, they collectively make up the group EDUBB (pronounced E-Dubb). With more than 4 million views on-line from their hit single and video "Whoooty," the group has swiftly become a TMZ favorite. Multiple magazines across the country from URB to OZONE have featured EDUBB as the group most likely to succeed in the music industry.

It all began in a free-style session in Atlanta, Georgia when cousins Nem and Dolla produced their first recording on a 4 track. Excited about their new found music career they reached out to Dolla's brother Johnny BOI who had been sent to the Military Academy. They wrote letters to Johnny about their experiences and offered him a position as the third member of the group. Growing up around the music industry and witnessing the development of groups like the Ying Yang Twins and the Hard Boys allowed firsthand knowledge of what to expect as an

artist and configure what was missing within the music industry. "At one time, music had stop being fun and simply got really violent or extremely x-rated. We knew there was a gap and our goal is to seal it," says Johnny BOI.

With a Southern Hip-Hop, Pop, R&B and Rock sound EDUBB have created a new genre called *Hip-Hop Fusion*. As they began to brand their independent movement the self proclaimed "Hip-Hop Playboys" identified one of the fastest growing conversations "white girls with a booty". In a joking manner they began a code name "Whooty" saying they didn't have a booty call, they had a "Whooty Call." The group swiftly decided to lay this topic of conversation down into music and create a song. Luckily for them this new term Whooty created by EDUBB has since threaded itself through the entire entertainment industry from TMZ to late night television shows.

Without being signed to a major label, the group has since received airplay on MTV, Music Choice, Sirius, XM Satellite and VH1 as well as many major reporting Top 40, Rhythm and Hip Hop stations across the U.S. EDUBB has also completed songs with multi-platinum producers and artists such as Lloyd, Mr. Collipark (Soulja Boy), Drumma Boy, Pastor Troy and Jazze Pha. "We aim to be hip-hop's version of the Rolling Stones. Longevity and building a catalogue full of hits is our key," says member Almighty Dolla. Here to stay is EDUBB.

EDUBB Quick Stats

artist: EDUBB (3 members) Nem, Johnny Boi, Almighty "Dolla"

label: DAM! (digital age media) atlanta, ga

music: hip hop fusion

current single: whooty (white girl with a booty)

album: the edubb experience (2009)

Forthcoming LP features production by **The Package Store/Mr. Collipark** (Ying Yang Twins, Pitbull), **Jazze Pha** (ciara, nelly), **Drumma Boi** (T.I., Plies), and **Don Vito** (Yung Joc, Omarion) and features guest appearances by **Lloyd**, **Jazze Pha**, and funk legend **George Clinton**

**EDUBB PRESENTS... THE
"WHOOTY" EPK 2009**

<http://www.youtube.com/watch?v=obEdRzOX3QY>

WHOOTY ON TMZ!

<http://www.youtube.com/watch?v=-kY25q7G6NI>

OFFICIAL WHOOTY VIDEO

<http://www.youtube.com/watch?v=YdRnbuwZ7I0>

**PLEASE GIVE THIS MP3 LINK TO YOUR HOUSE DJ(s) to Download
for their set:**

<http://soundhere.com/whooty/whootymix.zip>

web:

edubbworld.com

whootygirl.com

myspace.com/theclapsonq

twitter.com/whootygirls

facebook.com/edubblive

twitter.com/edubblive

youtube.com/edubbonline

myspace.com/whootygirl

youtube.com/edubblive

- **Edubb Official Press Release – Official List of Celebrity Whooties” (attached) 11/05**
- **WHOOTY video added to MTV.com 8/11**
- **“WHOOTY” phrase explodes into mainstream pop culture on TMZ - 40 second mention!! 7/16**
- **TMZ has continued to coin the Phrase “Whooty” for describing a celebrity “white girl with a booty”**
- **Edubb’s WHOOTY EPK premiered on THISis50.com**

- **ADDED to MUSIC CHOICE "HIT LIST"**
- **Premiered on MTV JAMZ 7/10, 7/11, 7/12 TEST SPIKED for additional future plays and adds!**
- **Over a million of "WHOOTY" related tweets on TWITTER.com**
- **The official WHOOTY video World Premiered on www.worldstarhiphop.com monday 5/18, and received 27,000 in the 1st 5mins. Before 1 full day elapsed it received over 1 million views. Before the 2nd day elapsed it was at 2.5 million views,**
- **Broke the record for WSHH's fastest downloaded video for a total of 3.7 million views in 3 days!!! Now at 4 million PLUS within 4days. This beat out major artist video premiers like Eminem, Kevin Rudolf, and more!!!Whooty currently spinning on around**
- **Viral video has nearly 4 million views (youtube, myspace, and other networks)**
- **Spawned thousands of user created viral videos of babies, women, and men doing their version of the WHOOTY dance!!**
- **Whooty has six figure plays on edubb myspace, 2 myspace pages combine over 6 million total views**
- **Whooty girls myspace has 20 to 35 pages of friend requests per day...along with clothing and appearance requests.**

- **Whooty single and ringtones available on itunes, amazon, and over 200 digital retailers worldwide**
- **EDUBB is featured on URB.com's NEXT 1000 Bands**
- **EDUBB was featured in January OZONE Magazine "Patiently Waiting"**
- **Released their first indie project in 2005 "Don't Flex" on KOCH Entertainment, Album featured the single "Push Up" featuring Jazze Pha, first record to catch the attention of music industry by receiving over 4500 radio spins. Album featured: Lloyd, Pastor Troy, Jazze Pha and other talents.**
- **Digital Age Media, LLC owns the trademark on the name "whooty" in all intellectual properties**
- **Sold out Houston Radio Promotional Show in Spring 09'**

Edubb / Whooty Girls Youtube Activity

Total Unique Views : 20,107,332

Age / Percentile of Viewer Demographic

18-24 30%

25-34 – 45%

35-44 – 25%

Edubb has opened for the following list of other Major Recording Artists and tours:

"Legends of Funk" Tour :

George Clinton,
The Bar-Kays, Confunkshun, Slave, The Ohio Players
PRINCE (after party in North Carolina)
Lil Wayne
Ciara
T.I.
Young Jeezy
Lil' Jon
3-6 Mafia
Gucci Mane
Bow Wow
Fantasia
Avant
Kelis
Project Pat
Yo Gotti
Juvenile
Whodini
Lloyd
Hurricane Chris
Yin – Yang Twins and more...

****Official Press Release****

Atlanta Based Rap Group EDUBB Release An Official List of Celebrity Whooties and Launch Whooty Watch USA

ATLANTA, GA - Atlanta's own Hip-Hop Playboys, EDUBB, the creators of the term Whooty are taking it to the next level. This week the trio will hold a press conference announcing the top Whooties in the United States of America. After facilitating multiple voting polls within the entertainment industry EDUBB is finally releasing the official Whooty List. It's no secret to the media masses, our WHOOTY term is being used by on-line outlets such as Mediatakeout.com to mainstream broadcast shows as TMZ. "We knew the public needed a word to categorize these incredible individuals so we thought we'd help them out," laughs

member Almighty Dolla.

Stereotypically African American women have held the title for have having coke bottle curves. In recent years, white woman and similar ethnicities have also evolved. "For a while we were walking around here scratching our heads saying it looks like a sister from the back which we love but when she'd turn around and see it was not black woman, we'd go into shock. So finally we decided to talk about this better yet, rap about it," smiles member of EDUBB, Johnny Boi.

Taking the college circuit by storm in addition to the party capitals of Miami, Las Vegas and California regions, EDUBB has swiftly grown the Whooty term and will soon launch a Nationwide "Whooty Watch." As the cameras roll from city-to-city, EDUBB will be there to facilitate the Whooty Movement. "Gorgeous women come in all shapes, races and sizes and this is one of the many terms we will release categorizing our likes about our favorite topic, women," says member NEM. Whooty Watch Is Officially On!

OFFICIAL WHOOTY WATCH LIST:

| | | |
|----------------------|----------------------|---------------------------|
| Fergie | Teagon Presley | Krissa & Kristina Shannon |
| Khloe Kardashian | Jenna Von Ovi | Jenna Shae |
| Aubrey O'Day | Meagan Fox | Brittney Gastineau |
| Brandi Cunningham | Demi Moore | Kristin Cavallari |
| Pink | Megan McCain | Joanna Shari |
| Minka | Mary Carey | Jessica Simpson |
| Brittany Daniel | Anna Farris | Vanessa Hudgens |
| CoCo | Catherine Zeta Jones | |
| Jennifer Love Hewitt | Kim Kardashian | |
| Ellen Degeneres | Hillary Duff | |
| Lady Gaga | Lexi Tyler | |
| Shawn Johnson | Kate Marie | |
| Brittney Spears | Amazin Amie | |
| | Allison Ceglio | |

Whooty Girls



Whooty girls are Edubb's entourage of beautiful women with curves and a feature both as a part of their live show and assist in crowd interaction with the patrons of the venue.

Whooty Girl Myspace Pages

12,000 / Views per week

120-230 New Friends Per Day!

“Whooty” girls may be picked during a show as well to get more local crowd involvement making the night of the show more engaging to the patrons of the venue. Whooty Girls keep the crowd there for the length of the party while keeping spirits high.



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