

1501 CERTIFIED ENTERTAINMENT



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For Immediate Release

Carl Crawford Ceo of 1501 Certified Entertainment Proudly Announces Consulting Venture with Iconic Rap A Lot Records Ceo J. Prince

The Texas based label, 1501 Certified Entertainment, founded in 2016 started making it's name with a slate of releases that was largely comprised of young, up-and-coming talent looking to release high quality projects with a unique approach to distribution, streaming, promotion and marketing while remaining in creative control, releasing their works outside of the traditional label system. 1501 Certified Ent. quickly saw its reputation bolstered by the formulated integrated marketing and promotion strategies and within 3 years the label reached national heights with their Billboard Chart topping artist, Megan Thee Stallion. (3 Gold Plaques, Over 25 Million streams on all platforms)

CEO & Founder Carl Crawford's perspective on the value of independent music and where it rests with the youth has not wavered. In a bold step forward 1501 Certified Ent. joins forces with Iconic businessman and music executive, J. Prince with in multi year consulting deal. The Rap-A-Lot head chiefs entrepreneurial footsteps are major, to say he knows a thing or two about the music business would be an understatement.

With this new venture J. Prince will consult on creative development, sonic branding, strategy services and more to 1501 Certified Ent. non exclusively.

“J. Prince and Rap-A-Lot Records have built one of the most impactful independent music labels in the world and we are thrilled to be working with them to expand the audience for our artists globally,” said **Carl Crawford**, “Improving opportunities all around, it’s great to partner with a solid individual known to solve many issues in the rap industry.”

“The music business is a business filled with sharks and cut throat people. So congratulations to the homie Carl Crawford owner of 1501 Records for breaking your first artist Megan Thee Stallion. Carl is from my hood, better known as 5th Ward and I’m proud to be his new partner moving forward.” declares **J. Prince**, “Surprise to all that had plans on taking something from him, good luck with that. This is just the beginning.”

Founded in 1986, Rap-A-Lot Records became a pre-eminent independent hip hop label generating more than 100 Million in sales with little to no radio airplay. Led and executed by J. Prince who has been credited for putting Southern rap on the map and the legendary Rap-A-Lot army of influencers and southern rap aficionados, aka the "street team," definitely paved the way for the label to be known for the true-to-life gritty southern sound and lyricism of its pioneering groups - Ghetto Boys, Devin The Dude, Scarface, Slim Thug, Z-Ro, Juvenile, Pimp C to name a few. Remaining active with current artists such as Drake, Turk, YBN Nahmir and Bun B.



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