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Tue, 03 March 2015 19:12:40

Rapper SKEE-LO Is Standing -...a Lil Bit Taller-



Los Angeles, CA...- Rapper Skee-Lo disappeared from the music scene after releasing one of the biggest albums of the 90s, the iconic "I Wish." After a 17 year hiatus, he has returned with a new sound, attitude and record label. The 1st single aptly titled "Vibe is Right" marks a trifecta return for Skee-Lo. Renewed interest in Skee-Lo and "I Wish" has been sparked by inclusion in 3 of Toyota's Rav 4 national commercials featuring 'Big Bang Theory' star Kaley Cuoco. The first commercial which debuted during the 2013 Super Bowl Game, has received over 58 million views; and was #16 most viewed commercial in YouTube history. Sales of the

"I Wish" single and album has hit an all time high; up 324% since TOYOTA AD's.

SKEELO MUSIK LLC, Skee-Lo's new independent record label, inked an exclusive distribution agreement with MRI and Red Music, a division of SONY MUSIC, in August 2012 via Whatevaok Entertainment under the auspices of Lamar Leggard, (Associate Director of Digital Operations for Red Music and "Sony Music Entertainment. The agreement includes worldwide exclusive digital distribution rights and physical distribution in the US and Canada. Lamar Leggard opines: "It's an extreme honor and pleasure to be a part of something as monumental as the rebirth of a legend such as Skee-Lo. The album, "[Fresh Ideas](#)," is incredibly crafted, innovative, and again Skee-Lo is making timeless music in an era where '[Fresh Ideas](#)' count the most. I hope the world will see what we did and do and can appreciate and enjoy what Skee-Lo and his team are bringing."

The family-owned and operated business features joint CEOs: Grammy nominated rapper/producer Skee-Lo, and business partner and wife Stacy Ambrose Roundtree. Stacy, who formerly worked promotions for Qwest Records, has handled promotions for SKEELO MUSIK since 2009. The company is rounded out by its music publisher "Modern Works Publishing."

"SKEELO MUSIK is the introduction to the new music industry as we see it" explains Skee-Lo. Our mission is to level the playing field for independent talent and; usher in a new sound attitude & business. We appreciate SONY RED MUSIC, MRI and [WhatevaOK Entertainment](#), for distributing our music and sharing with us our vision. This, no doubt, will create new opportunities for independent talent."

In November 2012; SKEELO MUSIK released its debut album entitled FRESH IDEAS, which is an underground mix of Alternative, Hip Hop, Soul, and R&B songs. The project was produced by newly discovered producers "The TITANZ," "Eugene Shakhov," and seasoned producers Kevin Gardner & Antonio Summers of Direct Supply Entertainment; who produced songs for (E-40, B-Legit, Celly Cel & George Clinton). The FRESH IDEAS album by Skee-Lo features 12 songs; and is available on [iTunes](#), [Amazon](#), [Spotify](#) & [Google Play](#). The 1st video "[Vibe Is Right](#)" directed by Henry Zavala was released May 5, 2013; and is available on VEVO & YouTube. The FRESH IDEAS physical album hit stores July 9, 2013; and is available at Best Buy, K-Mart, Block Buster, Amazon, Barnes & Noble stores nationwide.

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<http://www.datsyn.com/article/3784/2015/03/03/Rapper-SKEE-LO-Is-Standing-a-Lil-Bit-Taller>

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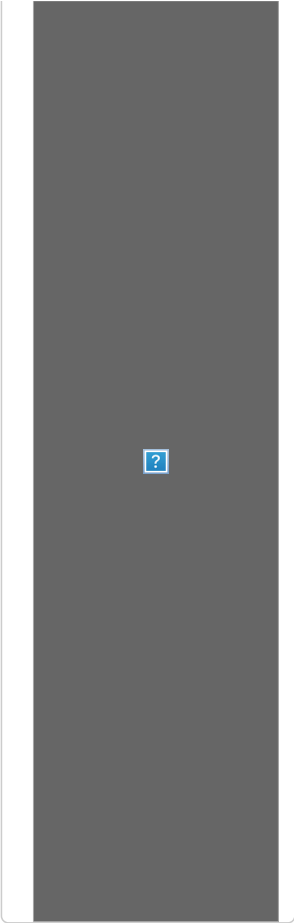
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