Last Update: 02/02/11

RECORDS

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ARTIST: Waka Flocka Flame
TITLE: Brick Squad T-Shirt Red (L)
Label: WBN/Warner Bros. Non-Music
Config & Selection #: MH 163695 L
Street Date: 09/29/10
Order Due Date: 09/09/10
UPC: 809731636973
Box Count: 12
Unit Per Set: 1
SRP: $19
Alphabetize Under: W

8 09731 63697 3

AVAILABLE MERCH



Hard In Da Paint T-Shirt Black



Brick Squad 1017 T-Shirt Black

DESIGN



ALBUM FACTS

Genre: Rock

ARTIST & INFO

Hometown: Atlanta, GA

Out of Atlanta, Georgia by way of Jamaica, Queens, New York comes a unique and undeniable force poised to be a forced to reckon with in the music industry: Juaquin Malphurs better known as Waka Flocka Flame, Waka Flocka, or just plain old Waka for short. Either way, each designation conveys a piece of who this enigmatic performer is and what he has to offer.

At 23 years of age, Waka Flocka artist is the youngest member of the So Icey Boyz - a popular Atlanta-based rap group signed to Gucci Mane's So Icey Entertainment/1017 Brick Squad, which he joined in 2004.

Although Waka has released over 5 street mixtapes, he hopes to continue to brand his own niche and genre of music that is as multi-faceted as his monikers. He describes his music as a mix of Run DMC blended with his generational vibe, laid over a southern track.

With high goals for the near future, Waka hopes to continue his buzz by setting an ambitious schedule to display his unique performance set while simultaneously grinding in the studio recording music and honing his skills.

MARKETING POINTS

Awards:

- Waka Flocka won Remix Of The Year Award at the MTV2 Sucker Free Summit this summer.

Press & Publicity:
- Named "Fab 5 Artist" on MTV Jams running week of July 25th
- Mentioned on MTV.com's "Hottest Breakthrough MCs of 2010"
- Waka performed at 2010 ESPY's afterparty in LA, 7/14/10
- Waka appeared on The Mo'Nique show on 5/18: http://www.bet.com/video/1103661

Featured Magazines Articles:

Features and Covers:

- *Word Up!* (June 2010)
- *Urban Ink* Magazine (July 2010)
- *RIDES* (May 2010) issue
- *XXL* "Show & Prove" feature for March 2010 issue
- *XXL* "Show & Prove" feature ran in April 2010 issue
- *Billboard* "Happening Now" feature ran 3/16/10 issue
- Hip Hop Weekly "Next To Blow" feature (February 2010) issue

SoundScan:
- "Hard In Da Paint" Single Sales: 53,057 to date
- "O Let's Do It" Single Sales: 148,020 to date
- "O Let's Do It" Remix Single Sales: 87,673

Video Rotation:

Waka Flocka Flame "Hard In Da Paint"

- Premiered on MTV2 on 7/19 & MTV JAMS on 7/18
- BET Officially added to *The Deal*
- Video was the New Joint of the day on *106th & Park* on 7/30
- MTVU Magna Cum Laude
- Elite 8 rotation on MTV2
- MTV Jams Medium Rotation
- MUSIC CHOICE Officially added the video"Hard In Da Paint"
- **Waka Flocka Flame "O Let's Do It"**
- MUSIC CHOICE 65,530x Weeks ON: 23
- Debuted @ #1 4,440,170x To Date

Nominations
- "O Let's Do It" Nominated for "Club Banger of the Year"
- "O Let's Do It - Remix" WON for "Remix of the Year"
- Nominated for "Hottest Breakthrough MC of 2010"

ARTIST CATALOG

LBL	SEL#	CFG	ARTIST	TITLE	UPC	SRP
ASW	522740	CD	Waka Flocka Flame	Flockaveli (Explicit) (10/05/10)	093624969907	$18.98

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