



MIME Publishing and Beatroot Sign Publishing & Distribution Deals with Power Entertainment

July 12, 2022 (Memphis, TN) - Made in Memphis Entertainment (MIME), a full-service entertainment group that includes 4U Recording, Beatroot Music, Heavy Hitters Music, and MIME Publishing, has signed two new deals with Nashville-based firm Power Entertainment. The deals include exclusive rights for MIME Publishing to administer all compositions for the next three years for writers Nick Drake, Joshua Blair, and Michael Carr, and a Beatroot distribution agreement for artist Yours Truly, Jai. The Beatroot agreement also includes a one-project deal for artist Raemi.

This new collaboration marks the next chapter of an already fruitful relationship between MIME and Power Entertainment's Founder and CEO Kadeem Phillips that began in 2020 and is dedicated to amplifying the Memphis hip-hop scene on a national and global level. Phillips is the manager of MIME Publishing clients YC and RealRed, who helped write and produce Memphis-based rapper Moneybagg Yo's album, *A Gangsta's Pain*, with credits on over half of its tracks. The album was a smash success and was certified Platinum after hitting #1 on the all-genre Billboard 200 chart for two weeks, with YC and RealRed also making the Top 6 of five different Billboard charts for songwriters and producers. Phillips also manages Hittkidd, a frequent recording client of MIME who recently recorded the now viral track "FNF (Let's Go)" with Glorilla at 4U Recording Memphis. The track's music video has racked up over 24M YouTube plays to date, topping the Viral 50 music chart and inspiring countless recreations by fans across the U.S.

"I am thrilled to deepen MIME's relationship with Kadeem and the Power Entertainment family," said Tony D. Alexander, Co-Founder, President, and Managing Director of MIME. "Kadeem has an incredible eye for up-and-coming talent, and I'm confident that our publishing and distribution teams will be an asset in supporting and developing these writers and artists. I look forward to seeing what we achieve together."

"The MIME team and I share a passion for discovering local artists and taking them global, especially in our own backyard in Memphis," said Phillips. "Our mission at Power Entertainment is to support our artists by providing a highly skilled team while still helping them maintain their independence and control of their art. This mission aligns closely with the essence of MIME, making them a perfect choice to partner with for publishing and distribution."

The first single by Yours Truly, Jai under the Beatroot deal, “Take It There,” was released on June 17th, 2022 and can be listened to at beatroot.ffm.to/takeitthere. A new single from Raemi feat. Brian Brown titled “Find Me” dropped on July 1st, 2022 and can be listened to at beatroot.ffm.to/findme.

About Made in Memphis Entertainment (MIME)

Made in Memphis Entertainment (MIME) is a Black-owned full-service entertainment group with global reach, but with its heart in the hometown of modern American music. Founded in 2015 by original Stax Records songwriter/producer and Songwriters Hall of Fame inductee David Porter (CEO) and 20+ year business and legal veteran Tony D. Alexander (President and Managing Director), MIME is dedicated to re-establishing Memphis as a key music industry hub while expanding its influence around the world, all while developing and promoting diverse talent on both the creative and business sides of the industry.

MIME’s family of companies includes MIME Publishing, an independent music publishing company that handles Porter’s legendary post-Stax songwriting catalog and other copyrights of some of the most sought-after young producers in hip-hop and R&B; Heavy Hitters Music, a film, TV, and ad sync company with an all-female creative team and Emmy-winning music catalog; Beatroot Music, a leading independent music distributor, as well as its subsidiary Beatroot Africa; and 4U Recording, a state-of the-art recording studio brand with locations in Memphis and Atlanta. For more information, visit www.mimecorp.com.

MIME Media Contacts

Laurie Jakobsen, Jaybird Communications – laurie@jaybirdcom.com, 646.484.6764
Bill Greenwood, Jaybird Communications – bill@jaybirdcom.com, 609.221.2374