



MIME Publishing Signs Co-Publishing Deal with Grammy-Nominated Pop-Soul Artist MAJOR.

October 6, 2023 (Memphis, TN) – **MIME Publishing**, an independent music publishing company that handles copyrights from legendary Stax Records songwriter/producer and MIME CEO David Porter, as well as some of the most sought-after young producers in hip-hop and R&B, has signed a two-year co-publishing deal with singer-songwriter and pop-soul artist **MAJOR.** Under the deal, MAJOR. will both create solo works and co-write tracks with other artists and producers with an emphasis on custom tracks for sync licensing. These tracks, as well as MAJOR.'s back catalog, will be worked for sync opportunities by Heavy Hitters Music, MIME's sync licensing specialists.



From left: Holly Burns (Beatroot Music), Lamar Pickett (Heavy Hitters Music), Sierra Jordan (Heavy Hitters Music), Tony D. Alexander (MIME), MAJOR., Nichelle (MAJOR.'s wife), Calvin Spann (MAJOR.'s manager), and Tim Burnett (Heavy Hitters Music)

MAJOR. is best known for the iconic love song “Why I Love You,” which was certified Platinum by the RIAA, reached the Top 5 of the Billboard Adult R&B charts, racked up over 149 million views on YouTube, and was praised by no less than Stevie Wonder as the “wedding song for years to come” after its release in 2016. MAJOR. was also nominated for a Grammy Award for Best Traditional R&B Performance for the song “Honest.” In addition, he reached the Billboard Gospel Chart Top 20 with “Whole Word in His Hands,” which was nominated for the Best

Gospel/Inspirational Award at the 2022 Soul Train Awards and Outstanding Gospel/Christian Song at the 2023 NAACP Image Awards. MAJOR. is also an acclaimed actor who has appeared as Rashad in FOX's musical drama *Star* and as the legendary Curtis Mayfield in National Geographic's *Genius*, which chronicled the life of Aretha Franklin.

"MAJOR. is an incredibly talented artist and writer who we had the pleasure of meeting during a philanthropic visit to Memphis. His mission mindedness was refreshing. When we found out his hit song 'Why I Love You' had never been actively pitched for commercial syncs, we knew we needed to bring him into the MIME family to help him maximize his earnings," said Tony D. Alexander, Co-Founder, President, and Managing Director of MIME. "His skills as a co-writer are sure to help the rest of our songwriters reach the next level creatively, and we look forward to hearing what he cooks up for his next solo project."

"I got a great vibe from the moment I met Tony [D. Alexander of MIME], Tim [Burnett of Heavy Hitters], and Vince [Quintero of Heavy Hitters], so it was a no-brainer when they asked if I wanted to join MIME Publishing," said MAJOR. "I know they're going to do a great job finding new sync opportunities for my songs, and I can't wait to get started on creating some new ones with their incredible team. Let's go!"

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 copyrights from both Porter's legendary catalog and 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; and 4U Recording, a state-of-the-art recording studio brand with locations in Memphis and Atlanta. For more information, visit 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