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DOLLA Signs With JIVE RECORDS/KONVICT MUZIK

A new currency in town trailblazes behind members of the prestigious Konvict family

(ATLANTA, GA) Hip-Hop artist Roderick Anthony Burton II, also known as DOLLA, is prepared to crash the Hip-Hop scene and from East Atlanta, his eclectic arsenal and confident youth threatens that the party never be the same again. Signing a deal with Jive Records/Konvict Muzik has lead to his debut single, "Feelin' Myself", produced by Julian Bunetta, which has already caught significant acclaim appearing on the *Step It Up* soundtrack. Dolla is collaborating with long time friend Akon (Konvict Muzik), as well as Jim Jones (Diplomat Records), and T-Pain (Jive Records/Konvict Muzik).

Before he and partner Damien "T-Money" Jackson co-founded their own record label, The Gang Entertainment, Dolla was a member of an Atlanta group called The Rascals, which caught the attention of Hip-Hop Icons such as Missy Elliot and Sean "Diddy" Combs. From there, he ventured into the fashion industry, working for Diddy as a Sean John Model. His image covered the Hyatt Hotel billboard in Los Angeles. His undeniable skills impressed Akon in the studio sparking a kinetic relationship that continues today.

When it comes to his musical style, Dolla refuses to conform to the mold which the world has become so accustomed to. "I make 'Me' music." Dolla expresses, "I can do street music or pop music but I make music from the heart, meaningful songs, songs with substance. I rap about the struggle, like being five years old, seeing your father killed before your eyes and instantly becoming a man on the streets." By age 10, Dolla found himself hustling the streets to support his family. Still a boy, he was made privy to the trials of men.

Thanks to his ostentatious style and rhymes, Dolla already shows promise of becoming a Hip-Hop heavyweight. His unparalleled talent brings a truly unique style to the Hip-Hop genre and has definitely become a force to be reckoned with. Dolla recently opened for Three 6 Mafia at the Sammy Sideout's 3rd Annual Alzheimer's Benefit, held at the famous Playboy Mansion. Look for Dolla's new single "Who The F**k is That" featuring Akon and T-Pain from his debut album "ATLA".

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