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NEWS RELEASE

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Fat Beats Distribution signs on as an Official Distributor of *The Connex List*.

Premiere Business To Business HipHop Directory signs major distribution agreement.

New York, August 22, 2005 – *The Connex List*, the premiere business-to-business HipHop directory and how-to resource, continues to make aggressive moves with a new worldwide distribution deal. The company announced today that they have signed an agreement with Fat Beats Distribution, a leading international independent distribution company specializing in HipHop. This will provide “The Connex List” and its advertisers with a significantly higher level of awareness from, and distribution to, the most influential HipHop Businesspeople and consumers on the planet.

The Connex List, a division of A.M.P. Entertainment, is a unique force in HipHop, offering independent artists the only legitimate B2B HipHop directory on the planet. *The Connex List* is one of the most unique magazines that we have seen in HipHop,” said Amore, manager of Fat Beats NYC. “With the tremendous growth and buzz around *The Connex List* through the years it was only natural that Fat Beats become a premiere distributor and once again remain on the cutting edge of truly great HipHop.”

The Connex List also provides advertisers with a great way to reach a very influential audience. *The Connex List* remains at the top as one of the most unique HipHop publications within the music industry. “Fat Beats has been the heartbeat of independent HipHop for a long time,” added The Wonder TwinZ, Founding Editors-In-Chief of *The Connex List*. “We are going to accommodate Fat Beats long list of retailers around the globe to ensure that every HipHop shop in the world has this invaluable resource at their counter.”

About The Connex List:

The Connex List was created in 1999 to fill a critical void in HipHop business community that would continue to exist today without its presence – a legitimate, business-oriented HipHop media property, created by HipHop insiders, that both informs and entertains its readers. With substance and purpose, *The Connex List* entertains and informs a diverse audience of HipHop Heads with humor, information, and HipHop business ethics. *The Connex List* provides the right direction for a stronger and more positive HipHop culture. www.ConnexList.com

About Fat Beats, Inc.:

Fat Beats Distribution has a worldwide clientele for wholesale and mail order selections of various independent releases, HipHop videos, magazines, and graffiti paraphernalia. The Fat Beats Distribution customer is that crucial mom & pop retailer or dj store that every HipHop artist and record company needs to 'break' their record. Fat Beats Distribution only carries exclusive lines and titles that the underground HipHop consumer is dying to have. Fat Beats Distribution boasts a customer base that extends to nearly every corner of the globe and puts product on the shelves of retailers and in front of consumers in every continent.