



PRESENTS...

DELICIOUS VINYL DJ

THE FIRST IPHONE GAME WITH A LIVE DJ EXPERIENCE FEATURING
TOUCH SCREEN SCRATCHING - AVAILABLE THIS FALL



View trailers and tutorials at
www.deliciousvinyldj.com

Ever wanted to step into the DJ booth and get the party started right? Then “Bust a Move”, do the “Wild Thing” and pour the “Funky Cold Medina”, as *Delicious Vinyl DJ* puts you in control of the dance floor. Delicious Vinyl and Ten23 Software are proud to announce *Delicious Vinyl DJ*, a new music rhythm game exclusively available for the iPhone and iPod touch this Fall (downloadable from the iTunes App Store).

Delicious Vinyl DJ puts anyone with an iPhone inside the DJ booth and behind the decks cutting and scratching across the greatest golden era hip-hop tracks ever! Don't just play along with the song, bust a move out of the living room and work that cut! Get the party started anywhere! Match multi-colored notes as they flow down the screen; trigger scratches on two turntables with a thumb twist or tap a button on the mixer in time with the music to score points. Just like a real DJ, increased accuracy determines how fresh and tight the mix will sound and gets you more points! *Delicious Vinyl DJ* delivers the party to wherever you are – no peripherals or add-ons necessary!



CUSTOM SCRATCHES BY DJ M. WALK

M. Walk is a renowned turntablist and legendary DJ from Los Angeles. At 16 he became a Mixmaster on KDAY, L.A.'s first strictly hip hop radio station. He laid down scratches on Tone Loc's single "Wild Thing" and became a go-to musician at the original Delicious Vinyl recording studio. M. Walk then traveled the world as tour DJ for Tone Loc, MC Hammer, and The Pharcyde. Combining the golden era hip hop experience with cutting edge turntable techniques, M. Walk has now created a new palette of scratches especially for *Delicious Vinyl DJ*.

Features:

- Scratch and trigger samples using two touch turntables and a mixer
- First iPhone DJ game with actual scratching movements
- Be a DJ - don't just drop the track, add to it and make it yours! For more than just tapping!
- Listen for the groove, if you don't spin or sample correctly, the scratches and samples won't sound fresh!

- DVDJ features hit songs from Delicious Vinyl – three Platinum selling #1 singles, block rocking remixes, and classic Hip Hop hits!
- Each track features 3 levels of difficulty per song
- Custom scratches made for each track by DJ M-WALK
- New songs and downloadable content coming soon!

ABOUT DELICIOUS VINYL

Founded in the summer of 1987 by DJs Matt Dike and Michael Ross, Delicious Vinyl is an independent music label based in Los Angeles. By championing street music that defined a generation, the Delicious Vinyl catalog is widely recognized for its groundbreaking crossover hits that ushered in the golden era of Hip Hop. Multi-platinum singles "Wild Thing", "Funky Cold Medina" and "Bust A Move" crashed into the Billboard charts and launched Tone-Loc and Young MC to instant acclaim and household name recognition. Following down the road less traveled, Delicious Vinyl expanded throughout the 90s working with artists like The Brand New Heavies, The Pharcyde, Born Jamericans, Masta Ace, The Whoridas, Fatlip & Mr. Vegas. In 2008, Delicious Vinyl celebrated its 20th Anniversary with the *RMXXOLOGY* project by re-imagining the catalog for a new millennium dance floor.

With the launch of *Delicious Vinyl DJ*, the label is harnessing the power of its brand by expanding the catalog into gaming, technology and new media. Already an established wardrobe requirement for over two decades, the classic red and white Delicious Vinyl tee has been a must-have for high fashion celebrities, club kids and street skaters alike. Delicious Vinyl is proud to bring the same streetwise savvy and independent stance that has shaped a generation to iPhone users and is continuing to seek creative partnerships to rock the party worldwide.

ABOUT TEN23 SOFTWARE

Ten23 Software Inc. is a software development and publishing company specializing in web and mobile development. With a focus on design, Ten23 has created award-winning software in enterprise, social networking and games. Ten23 was the recipient of a Most Innovative Product award for Clutch Mobile, their GPS tracking system. Their location-based social network, SpotJots, won the NAVTEQ LBS Challenge and is available on the AT&T network. PhotoKast, Ten23's media sharing app, is one of the best reviewed social networking apps available on the iPhone, serving over 1.5 million photo views a week. Ten23's homepage is at www.ten23software.com.

SONG LIST (short)

Young MC, "Bust A Move"
Tone Loc, "Funky Cold Medina"
Tone Loc, "Wild Thing (Peaches RMX)"
The Pharcyde, "Passin' Me By"
Masta Ace, "Born To Roll"
Mr. Vegas (feat. Pitbull & Lil'Jon), "Pull Up (Club Mix)"
Masta Ace, "Slaughtahouse (Eminem RMX)"

SONG LIST (detail)

Young MC, "Bust A Move"

Young MC was still a hard-studying USC student when he laid down this witty, party-peaking smash hit, complete with a bass line from Red Hot Chili Pepper Flea. "Bust A Move" won a Grammy in 1989 and vaulted Young's debut album *Stone Cold Rhymin'* to multi-platinum status.

Tone Loc, "Funky Cold Medina"

The second million-selling single from gravel-gulleted Tone Loc. Crunchy rock guitars, slammin' hip hop beats, and a nod to the original beer-drinkin' dog Spuds McKenzie...plus some seriously heavy record scratching...make this a DJ Delicious favorite.

Tone Loc, "Wild Thing (Peaches RMX)"

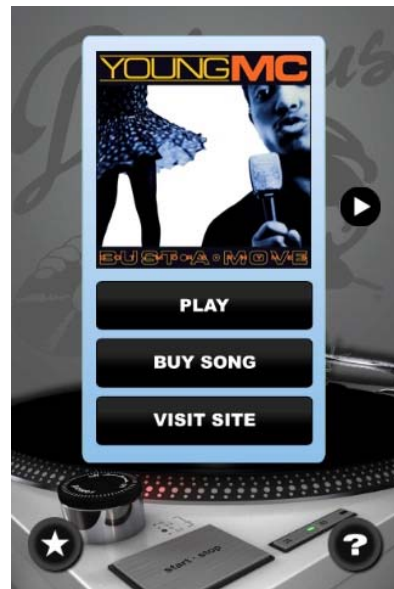
The best known song in the Delicious Vinyl catalog, "Wild Thing" gets a raunchy reworking in by electro queen Peaches. After Tone and Peaches performed the song together live in 2008, "Wild Thing (Peaches RMX)" became the centerpiece of Delicious Vinyl's RMXOLOGY collection.

The Pharcyde, "Passin' Me By"

Rappers always get the girl, right? Not on this beloved, jazzy single by L.A. foursome The Pharcyde, the group that singlehandedly presented an alternative to West Coast gangsta rap. Here Fatlip, Tre, Bootie Brown and Imani all try to outdo each other to show who can get his heart broken hardest.

Masta Ace, "Born To Roll"

Masta Ace was originally part of hip hop's East Coast gold school posse The Juice Crew. In the early '90s he came to L.A., signed with Delicious Vinyl, and launched the second stage of his career. This bass-heavy ode to low-rider cars is an enduring favorite



of drivers with boomin' systems everywhere.

Mr. Vegas (feat. Pitbull & Lil'Jon), "Pull Up (Club Mix)"

Jamaican superstar Mr. Vegas is well known for his saucy dancehall smashes. With "Pull Up" he raised the stakes, roping in high octane pals Lil' Jon for a club-jammin' mix of "Pull Up" guaranteed to make sweat drip down the walls.

Masta Ace, "Slaughterhouse (Eminem RMX)"

Eminem has acknowledged that one of his primary influences as a rapper is Masta Ace. Here Em repays the favor with an unrelentingly hardcore remix of one of Masta Ace's most hardcore songs, "Slaughterhouse", which made the cut on the *Delicious RMXOLOGY* collection.



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