

DEF JAM RECORDINGS/RUSH PROD'NS.
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The record company Def Jam Recordings, a 50/50 partnership of Russell Simmons and Rick Rubin, was a spinoff from the production company Rush Productions. Their new offices at 298 Elizabeth St., New York, N.Y. is literally the 'house that rap built'.

Rush Productions was and is the management/production company of Russell Simmons. In the late '70's both Russell and Kurtis Blow were students and friends at CCNY. Together they co-promoted parties at the college featuring rappers, primarily Kurtis. In 1979 Kurtis began his recording career with a record called "Christmas Rappin'" produced by J.B. Moore and Robert Ford. As Kurtis's manager, this was also Russell's introduction to the record business as he sat in on the sessions. In 1980 Kurtis had his first record success with "The Breaks" which even crossed over to Pop.

After a few years of apprenticing in the studio, Russell took on his first productions in 1982-83, with such artists as Jimmy Spicer and the group Orange Krush. (The latter included an artist named Larry Smith. Smith and Russell went on to co-produce Run DMC's first two albums. More recently, Larry has also solo produced the past two Whodini albums.)

By 1983 the management division of Rush Productions was handling; Kurtis Blow, Run DMC, Whodini, Jimmy Spicer, Alyson Williams, Spyder D, Sparky 'D' And The Playgirls, and Dr. Jeckyll & Mr. Hyde. Meanwhile the production company was busy on; Run DMC, Jimmy Spicer, Orange Krush, Spyder D, and Dr. Jeckyll & Mr. Hyde (produced by Kurtis Blow).

In 1984 the Beastie Boys, LL Cool J, and Tashan were added to the management roster. Rush's production credits included Whodini's 2nd LP, Run DMC's first LP, Kurtis Blow's productions on the Fat Boys and Dr. Jeckyll & Mr. Hyde. It was also in the fall of 1984 that Russell teamed up with Rick Rubin to form Def Jam Recordings.

At that point Rick Rubin was a 21 year old student at NYU with one record to his credit by an artist named T. LaRock called "It's Yours". The record was an influential underground 'B-Boy' (hard core rap) success.

The first Def Jam Recording release came in October of '84 with LL Cool J's "I Need A Beat". Records followed by the Beastie Boys, Jimmy Spicer and Run DMC's first production of the Hollis Crew.

Approximately a year later, in the fall of 1985, Def Jam moved from indie distribution to a P&D deal with CBS. LL Cool J's first album, "Radio", was then released through that agreement and immediately went Gold. Also through that agreement, the Beastie Boys first single came out, which is on their currently released album.

In early '86 Rush productions was also involved with the feature film "Krush Groove". Although they were allowed very little creative control, many of their artists were used in the picture and on the soundtrack album, which was released on Warner Bros. Records. The experience also inspired Russell and Rick to establish Def Films. The film company, again a 50/50 partnership, is currently working on their first feature entitled "Run DMC Are TOUGHER THAN LEATHER". The picture is being directed by Rick and written by Rubin and Rick Menello.

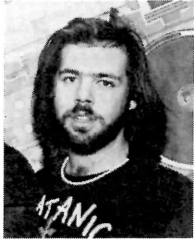
As of this year, new management clients for Rush Prod'ns. include; Slayer, Jimmy Blue, Chuck Stanley, and Chuckie 'D', Original Concept, Tashan, Oran 'Juice' Jones' and Alyson Williams. 1986 productions have included Oran 'Juice' Jones, Whodini's album "Back In Black", Run DMC's album "Raising Hell", the Beastie Boys' LP "Licensed To Ill", and Tashan. Upcoming productions will include an album by Chuckie 'D', and album by Alyson Williams, an album by Jimmy Blue, the soundtrack to the picture "Run DMC Are TOUGHER THAN LEATHER" and new albums by both Run DMC and Whodini.

Russell Simmons - Co-Owner



Russell's major productions have included; co-production with Larry Smith on the first two Run DMC albums, co-production of their third LP with Rick Rubin, and co-production with Vincent Bell on Oran 'Juice' Jones.

Rick Rubin - Co-Owner



Rick Rubin's major productions have included; co-production of Run DMC's "Raising Hell" LP with Russell Simmons, his solo production of LL Cool J's first album, his co-production of the Beastie Boy's first LP with the group, and his solo production of Slayer's most recent LP "Reign In Blood".

Lyor Cohen - V.P. Operations

Lyor's first experience in the music business was in running a nightclub called 'The Mix', in Los Angeles. There he only booked punk rock and rap acts. His education was in international finance and, since joining the company in March of 1985, Lyor has been responsible for all merchandising agreements. Cohen also recently co-ordinated the Run DMC "Raising Hell" tour.

Bill Adler - Director of Publicity

Prior to joining Def Jam in July of '84, Bill had worked as a journalist for such papers as "Rolling Stone", "The Village Voice", "People", "The Daily News", "Downbeat", Etc. Adler also worked as a radio DJ in Detroit at WABX and Boston at WBCN among other stations.

George Sulmers - Director of Music Publishing

Before working at Def Jam Recordings, George was a journalist. As resident critic for both "Rock Scene" and "Metal Mania" magazines in the U.S., he found his way into print in Japan's "Burnn", "Enter" in France and "Metal Hammer" in West Germany, among others.

"Mr. Bill" Stephney - Director of A&R

Heidi Smith - Office Manager

Lisa Cortes - Assistant to Lyor Cohen

