

# RUFFHOUSE RECORDS

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Prior to starting RuffHouse, Chris Schwartz (C.E.O.) was managing the original gangster rapper **Schooly D**, while Joe "The Butcher" Nicolo (President) was producing and engineering rap records at his studio, Studio 4 Recording. Together they envisioned a full-service in-house label with A&R, production/recording, mixing, mastering, promotion and marketing under one roof. In 1990, RuffHouse signed a P&D deal with Columbia Records. A year later RuffHouse scored it's first #1 rap record with **CYPRESS HILL'S** debut single "The Phuncky Feel One" b/w "How I Could Just Kill A Man." Their first album sold nearly two million copies. **CYPRESS HILL'S** sophomore LP "Black Sunday" has been certified double platinum and broke a Billboard record for first day sales, with a debut at #1 on the Top 200 Albums Chart.

RuffHouse hit the #1 rap slot again with **TIM DOG'S** "F--k Compton" again in 1991, and then introduced East Coast rapper **NAS** (as "Nasty Nas") with "Half Time," a Billboard Top 10 Rap single from the RuffHouse soundtrack to the film "ZebraHead."

In 1992, RuffHouse hit the top of the charts again with the **KRIS KROSS** smash debut album "Totally Crossed Out," which debuted in the Top 10, shot up to #1 on the Billboard Top 200, spent 65 weeks on the chart, was certified RIAA quadruple platinum, generated a string of hit singles ("Jump," "Warm It Up," and "It's A Shame") and sold over 10 million units worldwide. Their second album "Da Bomb," debuted at #2 on the Billboard R&B chart.

One of the great achievements of RuffHouse has been bridging the gap between rap and alternative music, creating a rainbow coalition of fans with **CYPRESS HILL** and most recently **THE FUGEES**, with this year's smash hit single "Killing Me Softly."

Working out of a custom built facility just outside of Philadelphia, housing both RuffHouse Records and Studio 4, a world-class recording facility, Chris and Joe have amassed more than 25 gold and platinum records while also diversifying the company.



Joe Nicolo & Chris Schwartz

## RUFFHOUSE STAFF

**Christopher Schwartz, C.E.O./ Joseph Nicolo, President/ Jeffrey Coulter, C.O.O./ Jeffrey Wells, Exec.V.P. & GM/ Kevon Glickman, V.P. Business Affairs & Gen. Counsel/ Rose Mann-Pierce, V.P. Marketing & A&R/ Glenn A. Manko, Dir. of Publicity/ Tamra Feldman, Nat'l. Radio Promo/ Mark Madison, Nat'l. Urban Radio Promo/ Rob Dippold, A&R Admin./ Thadd Shirey, Exec. Administrative Assistant/**

## COMPANY PROFILE

### 1.RECORD COMPANIES

A. **RuffHouse Records** is an independent label distributed exclusively through Columbia/Sony. Sales have exceeded well over 14 million in the rap and alternative rock genres, and have been voted "Best Rap Label" by Billboard and the Gavin Seminar.

RuffHouse Roster: the **Fugees**, **Cypress Hill**, **Kris Kross**, **Call O'Da Wild**, **The Trip 66**, **Ben Arnold**, **Kulcha Don**

#### Principals:

**Chris Schwartz, C.E.O.** - Chris began as a musician, playing in various bands before moving into promotion. In 1985 he began to manage rapper **Schooly D** and secured a label deal with Enigma/Capitol. At RuffHouse he has been actively diversifying the company.

**Joseph Nicolo, President** - Joe began recording groups with his brother Phil (co-owner of Studio 4), and has established a name as a major producer and remixer on projects for such diverse acts as **The Rolling Stones**, **Aerosmith**, **Billy Joel**, **Cypress Hill**, **Urge Overkill**, and many more. Joe received a Grammy nomination for **Billy Joel's** multi-platinum Lp "River Of Dreams."

**Jeffrey Coulter, C.O.O.** - Jeff was friends with Chris Schwartz since junior high school. He began working for RuffHouse in 1988. He continues to oversee the company's financial responsibilities while developing online services as well.

**Jeffrey Wells, Exec. V.P. & G.M.** - Jeff began his career at age 13 as a production assistant on the Roy Ayers World Tour. Working through and after high school in stage lighting, he eventually moved into personal management working with rapper **Schooly D**, which ultimately led to his joining RuffHouse.

## COVER STORY

**B. Contract Recording Company, Inc.** is an independent label distributed nationally by RED, Sony Music's wholly owned independent distributor.

Contract Recording Company roster: **Wise Intelligent, Schooly D, Scott Lark, Fyne**

Principal:

**Kevon Glickman**, Esq., C.E.O. - Kevin previously worked as staff attorney for Metropolitan Broadcasting Corp. He was also a partner at CHET-5 Broadcasting Corp. Currently, along with his position as V.P. of Business Affairs and Gen. Mngr. for RuffHouse, he also handles day-to-day operations of Contract, while representing outside private practice clients as well.

**Edward Toptani**, President - Ed "Lucky" Toptani runs Contract's New York office while also maintaining a private practice in entertainment and commercial law.

### 2. RECORDING FACILITIES

A. **Studio 4 Recording** - is a full service recording studio with three rooms, featuring a 24trk Neve 8048/fully automated console; 48trk/56 input SSL console and a Euphonix CS 2000 digital mixing console. Fully equipped state-of-the-art facility, now in it's 16th year.

B. **MasterVoice** - Staffed with two full-time engineers, it is one of the only complete mastering and digital editing facilities in the Phila. area with a client base that includes Sony/Columbia, A&M and Geffen Records.

### 3. MUSIC PUBLISHING

**Absolute Music, Inc.** - It is a new publishing operation negotiating with several multi-national companies.

Principals: **Chris Schwartz, Joe Nicolo and Deirdra O'Hara**