

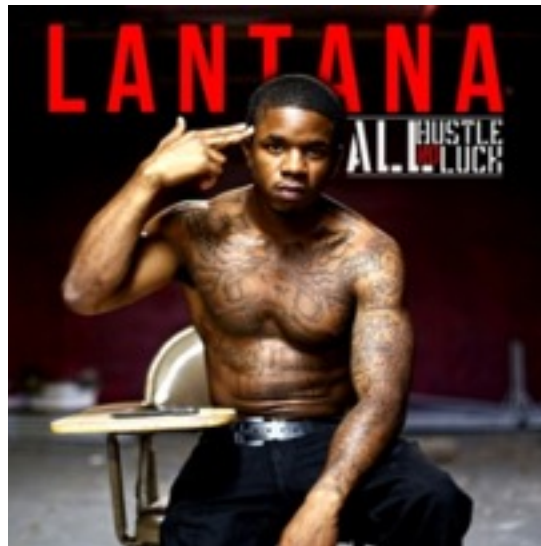
POLO GROUNDS
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“ALL HUSTLE, NO LUCK” PAYS OFF AS CINCINNATI’S LANTANA SIGNS WITH POLO GROUNDS MUSIC/RCA RECORDS



Pictured left to right:
Bryan Leach, President, PGM; **Peter Edge**, CEO, RCA Records; **Lantana**; **Tom Corson**, President & COO, RCA Records



OHIO HIP-HOP AWARDS BEST NEW ARTIST WINNER SET TO RELEASE “ALL HUSTLE, NO LUCK” SINGLE TO MIXSHOW RADIO

LANTANA JOINS THE DUB SHOW TOUR ON SELECT DATES

[New York, NY – May 22, 2013] Polo Grounds Music/RCA Records has signed Cincinnati's own **Lantana**, announced today by Bryan Leach, President of Polo Grounds Music, Inc. **Lantana**'s current single, “All Hustle, No Luck,” will be serviced to mixshow radio in the coming days, followed by a revamped version of the video.

"Lantana is a breath of fresh air. His passion and hunger brings fresh energy to the game and to the Polo Grounds roster," comments Leach.

Representing his hometown and named after the first street he grew up on in the College Hill section, **Lantana** joins the ranks of Bone Thugs-N-Harmony and Machine Gun Kelly as the next major hip-hop act to emerge from the Buckeye State of Ohio.

"I have to thank my family and my city, Cincinnati, for making me who I am and supporting me," says **Lantana**, who also serves as CEO of All Hustle No Luck Entertainment, LTD. "When you work hard and believe in yourself anything is possible. ALL HUSTLE, NO LUCK 4real!! I appreciate Bryan Leach, Polo Grounds and the people at RCA for believing in my talents. I'm ready to take this as far as it can go."

In 2006, **Lantana** dropped his first mixtape, *It's Dat Real*, a hood classic that placed the then 19 year-old on the map. After serving four years in prison, **Lantana** hit the ground running upon his release and dropped his second mixtape, *Lantana on the Way* in May 2012. That mixtape's standout cut, "All Hustle, No Luck," won him "Best New Artist" and "Mixtape of the Year" honors at the 2012 Ohio Hip-Hop Awards. With his popularity quickly soaring, inclusive of winning the "Fans Choice" award at the 2012 Beats Summer Concert Series, **Lantana** immediately followed with the October 2012 release of *The All Hustle, No Luck Tape* which featured contributions from local artists Dubb Santora, 40 Mike and Fly. **Lantana** is currently working on an EP to be release later this year.

Having opened for such artists as Yelawolf, Young Jeezy, Big K.R.I.T. and Machine Gun Kelly, **Lantana** is ready to take center stage as one of the featured performers, alongside 2 Chainz, J. Cole, Juicy J, and French Montana among others, on select dates of the "DUB Show Tour 2013," - "the world's largest custom car show and concert tour."

DUB Show Tour 2013 (featuring Lantana):

June 22	Chicago, IL	McCormick Place
June 29	Memphis, TN	Cook Convention Center
July 20	Atlanta, GA	Georgia International Congress Center

For more news on Lantana visit www.allhustlenoluck.com and follow him @lantanaeasy.

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