

# OH NO EXODUS INTO UNHEARD RHYTHMS

MADE WITH  
THE MUSIC OF  
GALT MACDERMOT




Artist – **OH NO**

Title – **THE EXODUS INTO UNHEARD RHYTHMS**

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File Under – **HIP HOP "O"**

Oh No made a name for himself as a double-threat MC/producer with his 2004 debut album on Stones Throw, *The Disrupt*. With recent beat production on the albums of fellow Oxnard, CA-based MCs M.E.D. and new signee Roc C, Oh No has probably logged more beats on Stones Throw releases than anyone else besides Madlib – who, it so happens, is Oh No's older brother. In recent years, Oh No has carved out a funky style related, but distinct, to that of his iconic sibling, as magazines like *XXL*, *The Source* and *URB* have all attested. A landmark collaboration with jazz/funk legend David Matthews (arranger behind many of James Brown's finest albums) at last year's Red Bull Music Academy – where Mr. Matthews composed a piece for a full orchestra based on a single Oh No beat – hinted at the scope of things to come from the young underground impresario.

The hip-hop world can now witness the depth of Oh No's musical vision with *The Exodus Into Unheard Rhythms*, a unique concept album bridging his new-millennium beats with the baroque but funky tunes of the venerable Galt MacDermot. Known primarily as the composer of the late-'60s smash musical *HAIR*, Mr. MacDermot distilled the essence of R&B rhythms and Broadway melodies into a unique and potent groove for the Age of Aquarius. After his breakthrough hits from *HAIR* (still heard every day on Oldies radio everywhere), MacDermot – backed by longtime collaborators and jazz/funk drumming legends in their own right, Bernard Purdie and Idris Muhammad – perfected his sound throughout the following decades on his own imprint, Kilmarnock Records. MacDermot offered Oh No access to his huge (and still growing) catalog of music, resulting in *The Exodus* – an entire album of beats derived solely from Galt MacDermot samples. Recruiting a formidable cast of rappers, including veterans like A.G. and Posdnous from De La Soul, as well as current indie powerhouses like Murs and Vast Aire, Oh No has assembled a hip-hop album that transcends generations.

## TRACK LIST:

1. INTRO
2. BEWARE feat. CALI AGENTS
3. BLACK feat. WISE INTELLIGENT
4. GETS MINE feat. BUCKSHOT
5. INTERLUDE
6. TO BE AN MC feat. K JAY
7. TO BE AN MC REPRISÉ feat. K JAY
8. KEEP TRYIN feat. ROC C & ALOE BLACC
9. KNOW BETTER feat. WORDSWORTH
10. SECOND CHANCE feat. ALOE BLACC
11. LOW COASTIN' feat. A.G.
12. HANK feat. LMNO
13. NO AIRE feat. VAST AIRE
14. CUT SESSION feat. DJ ROMES
15. SMILE A LIL' BIT feat. POSDNOUS
16. KEEP IT LIT feat. M.E.D. & WILDCHILD
17. SKIT: CALLIN' IN T. FOR SOME FOOD
18. T. BIGGUMS feat. DUDLEY PERKINS & GEORGIA ANNE MULDROW
19. IN THIS feat. MURS
20. LIGHTS OUT feat. FRANK N DANK
21. BASEMENT INTERLUDE
22. COFFEE COLD feat. FERGUS MACROY

## MARKETING POINTS

- **GALT MACDERMOT:** The legendary composer of *HAIR* has been sampled by hip-hop artists including Busta Rhymes, Run-DMC, Madlib, J Dilla, Gangstarr/DJ Premier.
- **OH NO:** The prolific West Coast producer has made beats for a variety of artists including KRS-One, Murs, LMNO, Aloe Blacc and more.
- **ALL-STAR MCs:** Buckshot of Black Moon, Posdnous of De La Soul, A.G., Murs, Vast Aire, Frank n Dank, Cali Agents, Wise Intelligent, Roc C, Aloe Blacc, Wildchild, M.E.D., Declaime, Georgia Anne Muldrow, Wordsworth, K Jay.
- **PODCAST:** DJ C-Minus (Fantastic Four on L.A.'s Power 106; official DJ for the rock group Korn) to mix the Oh No installment of the highly successful Stones Throw podcast series, featuring mash-ups of original Galt MacDermot songs and the Oh No tracks that sample them. Past podcasts include J.Rocc's mix of J Dilla productions and Dudley Perkins' "Unconditional Love" mix.
- **12-INCH SINGLE:** "Gets Mine" feat. Buckshot b/w "Lights Out" feat. Frank n Dank – 12-inch in stores now.
- **DONUTS DISC:** J Dilla "Pandemonium" feat. Oh No & Roc C also appears on the *Donuts* picture-disc Bonus 45 – Stones Throw's most sought after "Fan Club" 45 to date, with over 3000 copies distributed.
- **RADIO:** Full-length CD serviced by Spectre Promotions. The first 12-inch single – "Gets Mine" feat. Buckshot b/w "Lights Out" feat. Frank n Dank – serviced to tastemaker/radio/mix tape jocks in the top ten markets by Spectre Promotions. Oh No also appears on two tracks on the J Dilla promo-only *Donuts* 12-inch "Pandemonium" b/w "Louder" feat. Oh No & Roc C serviced to top ten markets by Spectre in February.
- **VIDEOS:** The videos for Oh No "Move Pt. 2" feat. Roc C & J Dilla, and Oh No "Chump" (from the Cuba Gooding, Jr. movie *Dirty*) are currently being serviced to national and regional video outlets again, as a compiled disc by Noah Jolles at ND Promotions. The first video from *The Exodus* album – "T. Biggums" feat. Declaime & Georgia Anne Muldrow – to be serviced around street date, Aug. 8.
- **PRESS:** Full-length CD mailed out by Score Press.
- **FAN CLUB 45:** Songs TBD. Available exclusively through select online retailers.
- **LICENSING:** Adult Swim (Cartoon Network) productions feature Oh No's *Disrupt Instrumentals* and some of his production instrumentals for Wildchild's *Secondary Protocol* album as blanket tracks in Adult Swim productions. Oh No "Chump" used in the Cuba Gooding, Jr. movie *Dirty*. The graffiti video *Getting Up, Contents Under Pressure* used various Oh No beats. Atom Shockwave featured Oh No "Move Pt. 2" video. NBA 2K used "The Ride" and "On My Way." Sprite Remix/NBA website used "Chump."

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