

DADDY YANKEE LEADING THE WAY FOR OTHERS



“Lovumba,” an infectious dance track that artfully blends dance and urban beats—underscored by Yankee’s trademark, memorable chorus and hard-hitting raps.

Prestige gains fame. “Prestige is an album that reflects the real urban movement. I’m returning to the formula that made this genre great, using raw reggaeton because it’s the music that continues to create the most buzz with the fans. Combining as well a tropical urban fusion of which the public always desires. I decided to make the album completely in Spanish by popular demand. The fans asked for the essence and the essence is what they’ll receive from my album PRESTIGE”, said Latin star. Daddy Yankee kicked off 2012 with “Lovumba,” an infectious dance track that artfully blends dance and urban beats—underscored by Yankee’s trademark, memorable chorus and hard-hitting raps.

BECOMING A BIG BOSS

Daddy Yankee is at the forefront, as a businessman and owner of his repertoire, his record label and all his rights. Yankee’s maverick approach has revolutionized the way music is marketed, promoted and distributed, and his business model has served as the blueprint for countless acts that now helm their artistic and business ventures.

“The mind is a battlefield, be its commander, not its soldier”.
“La mente es un campo de batalla, se su comandante, no su soldado”.

DADDY YANKEE

Today, Yankee presides over an empire that includes El Cartel Records a production house; his award- winning Los Cangris Music Publishing; his men’s and women’s fragrance (DY for men and Dyamante for women); and a budding film company that produced “Talento de Barrio,” the highest-grossing film in Puerto Rico’s history, starring Yankee himself. The film’s soundtrack, sold over 1 million copies worldwide and reached No. 1 on Billboard’s Top Latin Album charts, with the single “Pose” also hitting No. 1 on the Hot Latin Songs chart.

Daddy Yankee’s extensive accomplishments also includes: eleven Premios Juventud Awards, nine Billboard Latin Music Awards, four Premios Lo Nuestro Awards, and two Latin Grammys. Now with the release of “Prestige” Daddy Yankee proves again he’s not only a singer, but also a movement.

SIDE PROJECTS

MOVIE

Talento de Barrio: A young drug dealer falls in love while facing disruption among the men in his gang, and being offered a career as a Reggaeton.

TEEN COMMERCE

Yankee has launched a new line of headphones with Section 8, the top manufacturer of music headsets and ear bugs. Yankee also launched his own “Legends of the Game” line of luxury watches with Azad Watches Inc.

OTHER

Yankee in 2011 created his men’s and women’s fragrance (DY for men and Dyamante for women)



DISCOGRAPHY



KING DADDY
 (2013)
FAVORITE TRACK
 “La Nueva y La Ex”



PRESTIGE
 (2012)
FAVORITE TRACK
 “Lovumba”



DADDY YANKEE
MUNDIAL
 (2010)
FAVORITE TRACK
 “Descontrol”



TALENTO DE
BARRIO
 (2008)
FAVORITE TRACK
 “Pose”



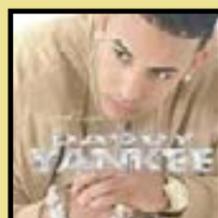
EL CARTEL:
THE BIG BOSS
 (2007)
FAVORITE TRACK
 “Impacto”



BARRIO FINO EN
DIRECTO
 (2005)
FAVORITE TRACK
 “Rompe”



BARRIO FINO
 (2004)
FAVORITE TRACK
 “La Gasolina”



EL CANGRI.COM
 (2002)
FAVORITE TRACK
 “Latigazo”

DON OMAR THE RISE OF A KING



GROWING UP

Don Omar was born as William Omar Landron Ayala and raised in Puerto Rico. From an early age, he showed interest in the music of Vico C and Brewley MC. During his youth, he became an active member of a Protestant church, Iglesia Evangélica Restauración en Cristo in Bayamón where he occasionally offered sermons. However, after four years, he left the church to dedicate himself to singing. His first public performance in a night club was accompanied by disc jockey Eliel Lind Osorio. Afterwards he appeared regularly on compilation albums from popular DJs and producers including Luny Tunes, Noriega, and DJ Eric. He also worked as a backup singer for the duo Héctor & Tito. One of the members, Héctor Delgado, helped him produce his first solo album.

RISE TO FAME

Omar’s career rose to stardom with the release of his first studio album, The Last Don. Both the studio version and its live edition have been certified platinum by the Recording Industry Association of America. Worldwide, The Last Don: Live [CD & DVD] has sold over one million copies, according to his official website. He earned awards for Latin Pop Album of the Year and New Artist & Latin Rap/

SIDE PROJECTS

MOVIE

Fast Five: Dominic Toretto and his crew of street racers plan a massive heist to buy their freedom while in the sights of a powerful Brazilian drug lord and a dangerous federal agent.

TEEN COMMERCE

The musical careers of young artists with his label “Orfanato Music Group”, and creating the online platform for fans that he presented at the Latin Billboard Conference in April of 2012 “FANS & Company”.

OTHER

With an incredible passion for Autos & Racing that impulsed him to transform into a Drag Racing Pilot with his own speed team “HART” (Hasta Abajo Racing Team).



Hip-Hop Album of the Year by the Billboard Latin Music Awards in 2003. Omar’s May 2006 album King of Kings, became history’s highest ranking reggaeton LP in the top 10 US charts, with its debut at #1 on the Latin sales charts and the #1 spot on the Billboard Latin Rhythm Radio Chart cacahis single “Angelito”. Omar was also able to beat the in-store appearance sales record at Disney World’s Virgin music store previously set by pop star Britney Spears.

Omar’s King of Kings entered at No. 7 with 74,000, beating Daddy Yankee’s No. 24 entry with 2005’s “Barrio Fino En Directo”. In April 2007, Don Omar received the Latin Billboard award for Reggaeton Album Of The Year for King of Kings. Billboard recognized that King of Kings was the most successful album of the decade in Latin America, besides being the most successful in the history of the genre of reggaeton.

BECOMING A KING

The album’s track “Salió El Sol” is featured in the video game Grand Theft Auto IV, and the track “Virtual Diva” was featured in the expansion pack Grand Theft Auto: The Ballad of Gay Tony. The songs “Los Bandoleros” and “Conteo” were featured in the movie *The Fast and the Furious: Tokyo Drift*. His was also featured in the movie *the Fast Five*.

“The will is the key to success and opens the doors of success”.
“La voluntad es la llave del triunfo y abre las puertas del éxito. Arriesgate!”.

DON OMAR

Omar’s third studio album, iDon, was dedicated to his cousin Cordell Brown. “Virtual Diva” became the most requested song on Latin radio stations.

The album Don Omar Presents: Meet The Orphans was released on November 16, 2010. He is signed to VI Music and Machete Music through Universal Music Latino. The album Don Omar Presents MTO2: The New Generation was released on May 1, 2012. The album includes the singles Hasta Que Salga El Sol, which won the award for Best Urban Song at the 2012 Latin Grammy Awards, and Dutty Love featuring Natti Natasha, which was also nominated. The album also features collaborations with Juan Magan, Mims, Syko, Vinny el Vendito, and Yunel Cruz. The album has been well received as it won the award for Best Urban Music Album at the 2012 Latin Grammy Awards. Now Don Omar is recognize as “El Rey” (The king).

DISCOGRAPHY



MTO2:
NEW GENERATION
 (2013)
FAVORITE TRACK
 “Dutty Love”



MEET THE
ORPHANS
 (2010)
FAVORITE TRACK
 “Taboo”



IDON
 (2009)
FAVORITE TRACK
 “Virtual Diva”



EL PENTAGONO
 (2007)
FAVORITE TRACK
 “Vida Loca”



KINGS OF KINGS
 (2006)
FAVORITE TRACK
 “Angelito”



REGGAETON
LATINO
 (2005)
FAVORITE TRACK
 “Ella y yo”



LOS BANDOLEROS
 (2005)
FAVORITE TRACK
 “Bandolero”



THE LAST DON
 (2003)
FAVORITE TRACK
 “Dale Don Dale”