

DEATH ROW
RECORDS™

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30th Anniversary Collaboration

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Press Assets

btsrc.dj/DeathRowPress

More Info

link.beatsource.com/deathrow

Death Row Records and Beatsource collaborate on co-branded Jetpack DJ bag.

The limited edition DJ backpack commemorates the label's 30th anniversary this year.



Pre-Order Available November 9th

Designed by the creative teams of Beatsource and Orbital Concepts as an homage to the iconic label, Death Row Records.

New York, NY (November 9, 2021)

Hip-Hop giant Death Row Records has collaborated with Beatsource, the digital music service for open-format DJs, to launch limited edition Jetpack DJ Bags available to pre-order today.

Limited to 500 units, the ultra-compact bag is built for the digital age of DJing, designed to carry all the essentials necessary for DJing with controllers or CDJ style decks. It includes custom Death Row Records 30th anniversary branding as well as a DJ rendition of the iconic Death Row character. Each bag includes a sticker sheet, dog tags and co-branded packaging.

In discussing the collaboration, SVP of Marketing and Sales, Brandon Squar from MNRK said, *“the tag on the bag says it all: “Death Row Records has been serving DJs since 1991”. This is the ultimate way to celebrate the legendary hip-hop music from Death Row & the DJs spinning the records for the last 30 years.”*

“Death Row Records is an iconic label that has been a part of so many historic moments in hip-hop,” said Andrew Rodriguez, Head of Label Relations at Beatsource. *“This collab was an amazing opportunity for Beatsource and we were excited to create something dope for DJs all around the world. As a company born and raised in LA, it's been truly surreal to get to work with a label and brand that means so much to the culture.”*



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Death Row Records

Death Row Records, now owned by MNRK Music Group, was formed in 1991 and was a pioneer in changing the course of music. The hip hop label once owned and operated by Dr. Dre and Marion “Suge” Knight was instrumental in revolutionizing rap music that maintains relevance to this day. Death Row Records artists continue to remain as significant and influential as they did while making history in the 1990s. The label stands as one of the most successful stories in music history with 36.5m+ albums sold worldwide plus record breaking, RIAA multi-platinum certified albums including 2Pac’s All Eyez on Me, Until the End of Time, Don Killuminati, Better Dayz, Doggstyle and The Doggfather.

The Los Angeles label celebrated their 30th anniversary this year with the launch of [Death Row Experience](#), a virtual retrospective exhibiting the story of the label’s rise and their legendary artists including 30 easter eggs, NFTs, rare collectibles and more. In addition, the label re-released the 21-track Above the Rim soundtrack alongside the [HOOPS](#) digital basketball game and SLAM co-branded limited edition merchandise.

For more information, please visit deathrowofficial.com

Beatsource

Beatsource is the premier digital music platform for DJs who specialize in performing hip-hop, dance, African, Latin, pop, R&B, reggae & dancehall, and rock music at events around the world. Launched in 2019 as a joint venture between Beatport and DJcity, Beatsource provides its customers with an online streaming catalog and a subscription product integrated with DJ software and hardware companies for professional DJs. Beatsource is based in Los Angeles, and has offices in Denver and Berlin.

For more information, please visit beatsource.com



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