

**FOR IMMEDIATE RELEASE**

## **Hip Hop Legend DMC to Judge Online Playlist Contest and Guest Edit Tekserve's New Audio Video Blog**

### **New single "I Got More Songs Than You Do!" Out Now**

New York, NY June 24, 2010 – Twenty-time Platinum selling recording artist and Rock and Roll Hall of Fame inductee, Darryl "DMC" McDaniels, co-founder of the legendary hip hop group Run-DMC, will launch DMCwants2know.com on June 29th with Tekserve, New York City's largest independent Apple Specialist. DMC will blog about the technology that allows him to create and distribute music independently, and will judge an eight-week, user-driven playlist contest where participants compete for five limited edition iPods.

The contest will start with the launch of the site on June 29th and is divided into four periods: Roadtrip songs, Rock, Workout music and Hip Hop. A winner will be chosen from each theme period, and will receive an individually numbered, limited edition 160GB Apple iPod classic, engraved and autographed by DMC.



"What's exciting about this contest for me is the opportunity to see what other people are playing and listening to," DMC says in a blog post on the site. "This is something that we can do together and everyone involved can learn a little something about everyone else."

DMC's new single, "I Got More Songs Than You Do," from his upcoming new album *Block Music*, was inspired by the iPod's role as a 21st century boombox. DMC conceived of the contest as a way to connect with his fans and find out what they are listening to. The video for the single was shot entirely at Tekserve, where DMC has been a long-time customer and friend.

Contest prizes are provided by Tekserve, which is also hosting the site, managing the contest and providing additional content for the blog.

Tekserve is New York's largest independent Apple store and service facility. Tekserve has been serving the local New York City community for over 20 years, offering the newest family of Macs and iPods, plus the City's best selection of accessories, cases, bags, and gear. Tekserve also offers while-you-wait configuration, service and repairs, software, professional audio, video, and graphic solutions, rentals, seminars, training, data recovery, on-site service, and plain ol' good advice. For more information visit [www.tekserve.com](http://www.tekserve.com) or call 212 929-3645.

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