


DICE LABTM

DREAMING IN COLOR ENTERTAINMENT LABEL GROUP



ABOUT DICE LAB

THE REASON WE DO WHAT WE DO.



Seattle and the greater Pacific Northwest region are known for an ever-blooming music scene in multiple genres. From the historic jazz scene of Quincy Jones and Ray Charles in the original Central District of Seattle to the Grunge scene birthing such bands as Nirvana, Soundgarden, and Pearl Jam with the offshoot of Dave Grohl into his arena rock band Foo Fighters, and even outside of grunge focused on Indie Pop – such bands as Death Cab for Cutie to the explosive hip hop scene that has brought us Macklemore, Travis Thompson, and Macntaj. Throughout these decades of successful musical artists, there have always been the labels and production companies responsible for artist development. In this tradition Dreaming in Color Entertainment (DICE) LLC has established its wholly-owned subsidiary DICE LAB to once again thrust the best of the best emerging talent onto the national music scene.

DICE LAB is an artist development company, production house, business development tour de force with offices across the USA and London.

We focus on people and projects that embrace intersectionality, one-of-a-kind talent, social justice, and exquisite sound & visuals across all platforms and demographics. We tell stories. We shine a light on phenomenal musical talent. We present multi-media projects for a world urgently in need of beauty in truth. DICE LAB focuses on the music division of Dreaming in Color Entertainment with an emphasis on great artist development in multiple genres that resonate across a broad demographic. DICE LAB has partnered with the iconic Freakout Records which is an industry leader in the Pacific NW both for its live show productions and boutique label artist development with some of the most popular artists coming from the greater Seattle area.

ROCK DIVISION

POP • ALT • INDIE

KING YOUNGBLOOD

TAKE A LISTEN HERE

King Youngblood has a singular mission: grab alt-rock by the collar and drag it into the willing arms of the unstoppable resurgence of rock. Led by 22-year-old Cameron Lavi-Jones, King Youngblood's music is a step into the future of rock according to many top music industry leaders, including Grammy PNW Chapter President, producer Eric Lilavois (Ayrton Jones, The Black Tones & Mike McCready, Smokey Brights, Saint Motel).

King Youngblood's sound incorporates a unique blend of alt-rock, Indie-rock, and pop-rock ballads, with both hook-laden, anthemic arena-rock choruses. Lavi-Jones' lyrics are overflowing with intersectionality, messages of social justice, and the songs stand just as strong full electric as they are unplugged. King Youngblood's sound is rooted in the tradition of current, and very successful artists like the Foo Fighters, The Killers, Fall Out Boy, Gang of Youths, Royal Blood, Fever 333, and Rage Against the Machine.



TEZATALKS

TAKE A LISTEN HERE

Seattle-based artist, TeZaTalks, opens portals. She points a finger and a colorful wave glimmers grows. Suddenly a window of song is stretched open. TeZaTalks sings a note and a universe blossoms like a pink-purple rainforest orchid. Each is a route to a new realm of expression, energies. Each is a lesson to absorb, to find yourself within again. To walk through with refreshed skin and a renewed heart. Her passion dwarfs nuclear fission. Her soul is elastic like lungs.

Regeneration is the name of her game. Shields are broken and must be mended. In this way, the personal traumas TeZaTalks has endured along the way have led directly to her millions of song streams. To date, TeZaTalks has played coveted sets for SoFar Sounds, KEXP's in-studio series, Seattle's Upstream and Capitol Hill Block Party festivals, and AfroPunk. She has been featured prominently by publications like [EDM.com](#), American Songwriter Magazine, Trap Nation, and Xkito.

TeZaTalks, who has also played the famed Showbox stage in Seattle and has been featured on popular Spotify playlists, landed in the Pacific Northwest after leaving her hometown of Oahu. In the same way that she found the Emerald City through travel, so did she find her creative self through exploration. But identity can be tricky, paradoxical. The clearer we are to ourselves, the more complexity abounds. And this is the essence of the sonic interplay of TeZaTalks. The genre-bending artist will challenge you but only by breathing in your new life.



SMOKEY BRIGHTS

TAKE A LISTEN HERE

Fronted by husband and wife duo Kim West (keys and vocals) and Ryan Devlin (guitar and vocals) Smokey Brights is a rock band out of Seattle, Washington. West, a barred attorney, and Devlin, who has a background in booking, publishing, and punk bands, met working summers at a pizza restaurant in college. West and Devlin's songs are made eminently danceable by Nick Krivchenia (drums) and Luke Logan (bass.) Krivchenia, an Ohio native from a family of musicians, brings a soulful, classic groove to Smokeys' sound. Logan, who grew up singing folk songs with his family in Kodiak, Alaska, provides melodic bass lines and a crucial third harmony to the band's vocals. Known for their explosive live shows that immerse the listener in warm, harmony-rich, arena rock anthems, Smokey Brights instantly found a hardcore fanbase in the US, UK, and Europe, and have earned slots at SXSW, Bumbershoot, Sasquatch!, Off Beat Festival, and Treefort Music Fest.

FREAK!UT
RECORDS



ROCK DIVISION

RENEE HOLIDAY

TAKE A LISTEN HERE

Renee Holiday's eclectic tastes and spiritual journeys have resulted in edgy yet smooth projects over the course of her career. With releases like 2014's *Molting* an ethereal EP carried by melodies -- and her 2016 debut C.O.A.L.S (both under the artist name "Shaprece"), she effortlessly managed to showcase her range as a powerhouse vocalist on diverse soundscapes. Early in her tenure, she built a buzz as a featured guest on an array of songs across genres which in turn gave her a seasoned approach when she stepped into the music scene as a solo artist.

From her intricate soundscapes to her eclectic melodies, Renee Holiday knows how to take her audience on a musical journey that they wouldn't want to leave.



ACID TONGUE

TAKE A LISTEN HERE

Led by singer/songwriter Guy Keltner, & drummer/visual artist Ian Cunningham, Acid Tongue has been touring the world and espousing a timeless rock & roll sound with a DIY mentality since 2015. The touring band features a rotating roster of musicians from around the globe; with members based in Seattle, Paris, New York, London, Mexico City, Los Angeles, & Austin—lending fresh ears to the setlist for an ever-evolving live experience. Employing nostalgic riffs lifted straight from a forgotten jukebox and razor-sharp lyrics delivered in a childish croon, Keltner has built a large catalog of material in a short period of time.

FREAK!UT
RECORDS



ROCK DIVISION

danny denial

TAKE A LISTEN HERE

Danny Denial, also known for their work in Seattle band Dark Smith, is a solo alternative artist and filmmaker listed in Status Magazine as the "POC of the Queer Punk & Alternative Scene to Watch" and in Afropunk as one of the "8 Punkest Bands on the Planet Right Now".

In 2020, Denial released a third full-length LP *fuck danny denial* on Seattle label Cruisin Records and directed a collaborative web series *BAZZOOKA* with members of Seattle bands The Black Tones, Beverly Crusher and King Youngblood. The series has been selected at the Seattle Black Film Festival and East Village Queer Film Festival.



ASTERHOUSE

TAKE A LISTEN HERE

A deep love of the music of Jim Morrison was the seed that blossomed into Seattle alt-rock trio, Asterhouse. The earliest memories for brothers John and Russel Thornburg are of their mother playing The Doors records at home. Older brother, John, developed a reputation for belting out “adult-themed” Doors songs at children’s parties before his parents decided drum lessons would be a better way to challenge his growing love of music. Four years younger than John, Russ Thornburg got his first guitar at age 5 and the two have been making music together ever since. They are also close to the ever-present but mostly silent Julio Posado who slaying on bass. The Thornburg brothers are very close, that’s immediately evident. They also don’t take themselves too seriously even though their songs invite deep exploration of painful places. Their collective experience has delivered Asterhouse to a place where they make music on *their* terms.



TENNIS PRO

TAKE A LISTEN HERE

Seattle garage-surf-pop trio Tennis Pro formed in 2003, at a moment when the city's grunge-rock legacy was curdling over into indie-rock pretension. Tongue firmly in cheek, Tennis Pro forged their path, straight into the heart of melody and anarchy, and have been bringing their sing-along dance-along rebellious joy to international audiences ever since. In 2010, Tennis Pro joined a Hollywood film crew and snuck into Tokyo, Japan to make a feature film about a band on the run, played by the three people who had been doing exactly that for a decade. *Big in Japan*, directed by John Jeffcoat (*Outsourced*) debuted at SXSW, toured the world, and is available everywhere. "Tennis Pro combines the caustic wit of the Violent Femmes with the intricate power pop of a Fountains of Wayne and the ultimate waver bliss of late 80s Posies." — Chris Estey, music writer.



HIP - HOP

&

R&B

DIVISION

NATHAN NZANGA

TAKE A LISTEN HERE

Born and raised in Seattle, Nathan Nzanga is a first generation Congolese-American storyteller with a whole lot of love to share. Recognizing the power in his pen, Nzanga speaks of a universal truth while taking his audience on an invigorating ride reflecting on his journey through life's ups and downs. Sonically, Nathan wears all of his influences on his sleeves, blending hip-hop with elements of folk, R&B, soul, gospel and musical theatre.

Nzanga classifies himself as not only a rapper, but a SoulPop Storyteller.



HIP - HOP / R&B DIVISION

CarLarans

TAKE A LISTEN HERE

CarLarans (pronounced Car-luh-rontze) is a singer-songwriter, community activist, and musician born in southern Indiana, now based in Seattle, Washington. Influences from soul, gospel, house, and hip-hop make up his sultry sound, and his captivating performances incorporate aspects of vogue dance, runway, and high fashion.

CarLarans' 2019 album, RAW HNNY, was described by The Seattle Times as "uplifting" and a "significant leap forward". It was further met with positive reviews from industry professionals as well as his growing fanbase.

His latest EP, X_x Serious was released June 2021 consisting of mostly feel-good tunes written during the Covid-19 pandemic to help him cope with the most challenging and life altering year in modern history.



HIP - HOP / R&B DIVISION

jaiden grayson

TAKE A LISTEN HERE

Jaiden Grayson is a Seattle-based decolonized educator, singer-songwriter, actress, social justice black lives matter advocate, public speaker, organizer. She disrupts through her words and actions without violence and certainly with no apologies. Produced by hip-hop artist staysafeknox, a multi-faceted producer from the Dreaming In Color family Cameron Lavi-Jones and her own strong self, Grayson's musical sound crosses between Erykah Badu and Billie Holiday with its core in soul, blues, jazz, and Hip Hop. Story-telling from a young woman with more life in her than her young age would suggest - all raw expression all-embracing her spoken word and poetry set to memorable music based on real experience in the world of protest and social justice.

Jaiden has maintained the drive to perfect her artistry with a discipline that reflects the inevitable path she has paved for herself. Oftentimes artists speak of the inability to imitate soul, even amongst the greatest musicians; Jaiden gracefully masters this in a beautifully carefree way.



HIP - HOP / R&B DIVISION

staysafeknox

TAKE A LISTEN HERE

Stay safe, a phrase that we all constantly repeat.... But one that is truly embodied by recording artist/producer staysafeknox. Raised in Spanish Lake, a divisive town in St. Louis, he is able to concisely portray the scenes and situations that made him the artist that he is today. Having worked with major producers, such as Thelonious Martin and eugenecam, his style and delivery are some of the most versatile sounds coming straight from the 314. So much so, he's graced the stage at events like SXSW and major universities. As a dual artist, knox acknowledges the notion that nobody knows you like you know yourself and your sound. In the past two years, he's produced 100% of his own tracks, and has been working, living, and establishing a new base in Seattle, WA. knox is a one-man band that continues to give his 5,000+ fans the music that they deserve maintaining his authenticity.



HIP - HOP / R&B DIVISION

matondo

TAKE A LISTEN HERE

Daniel Nzanga, better known as Matondo is a Congolese-American, Seattle-based singer, rapper, producer, and DJ expressing his love for life and music in every song and set. Matondo's music is based on life stories from the perspective of a person who has gone through multiple trials and tribulations in the early stages of his life. His song 'When I'm Dead' tells a story of Daniel growing up not being expected to live and going beyond expectations no matter the struggles against him. Daniel has DJ'd for artists like Kateel, Nathan Nzanga, and more. He's a long-time collaborator with his older brother Nathan Nzanga, producers Royce David & WAVHART, and features from Chandler, Lily Cornell Silver, and Zay Wonder to go with many albums and EP's. Recently has songwriting credits on Lil Mosey's Holy Water which has over 100 million streams on Spotify. In May 2021, Matondo released a collaboration album with his older brother Nathan Nzanga this May titled Mount Nzanga which was critically acclaimed by The Seattle Times to be one of the most notable albums to come out of Seattle this year.

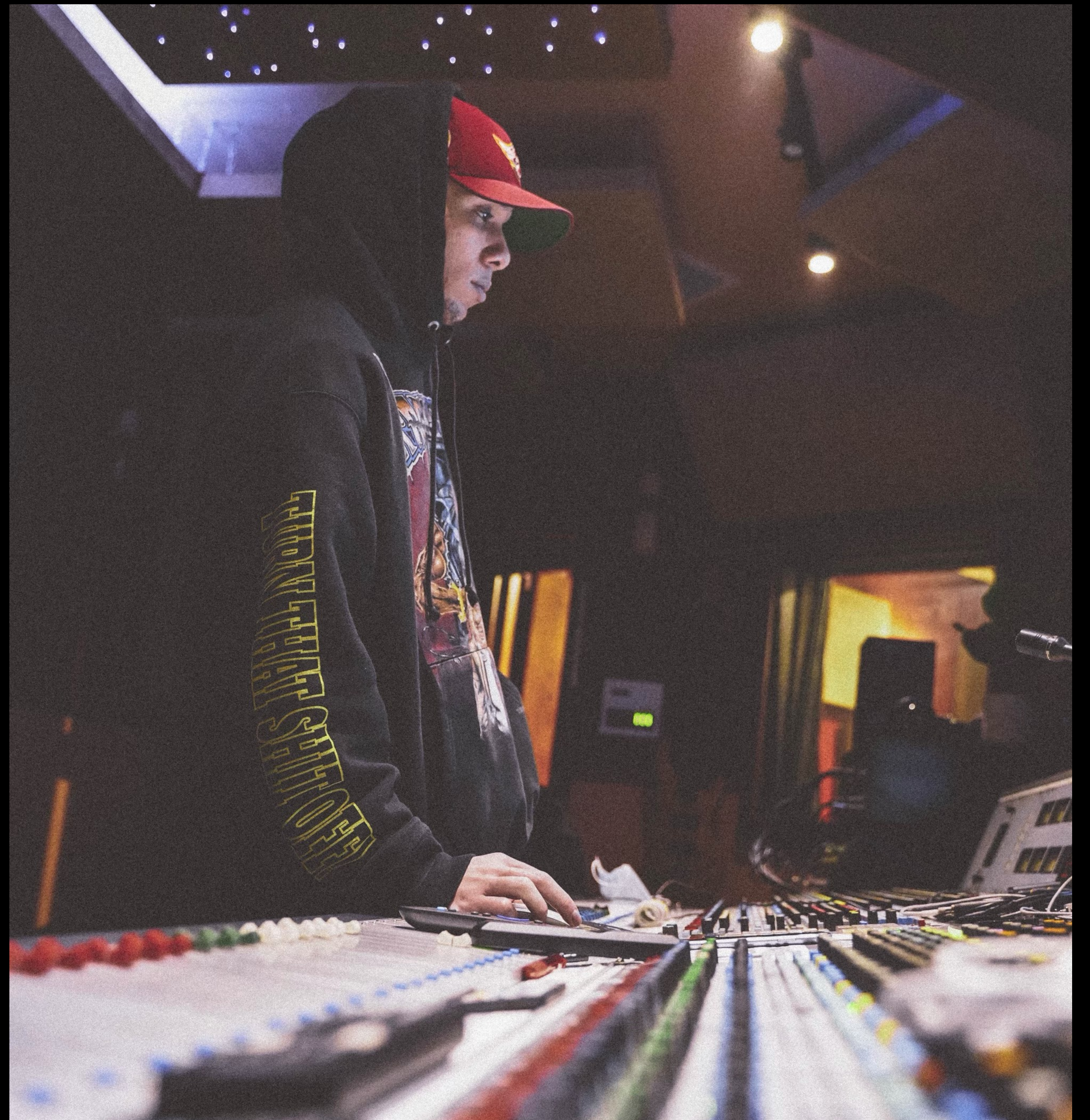


beatsbycotto

TAKE A LISTEN HERE

Having worked with labels such as Atlantic, Universal, Sony, as well as artists all around the world, Angel Cotto is a young but experienced producer with 7 years of experience in Ableton audio production for artists and bands of all genres.

Averaging five beats a day, Cotto seems to have a catalog extending to every genre imaginable. Covering Rap, Pop, Reggaetón, Trap, R&B, Boom-bap, and everything in between, Cotto focuses on keeping his beats commercially competitive and especially distinct. Cotto's sound as a producer is both unique and hard-hitting but make no mistake, this producer has somehow cracked the code on incredible quality with a surplus of quantity.



HIP - HOP / R&B DIVISION

**SINGER-SONGWRITER
&
AMERICANA
DIVISION**

Lara Lavi

TAKE A LISTEN HERE

Lara Lavi is a two-time Grammy-winning Americana singer-songwriter with credits ranging from co-writes with Bonnie Raitt and Sheryl Crow to the Neville Brothers to numerous other writers within the Warner Chappell community she came from and beyond.

Lara is primarily a melody lyricist – storyteller – poet sage with a strong following throughout the 4 decades of her career. Lara has 4 album projects in production that will start releasing in March of 2022.

Lara plans on producing a tour called “Bring Your Daughter in 2022 in celebration of her series of album releases. The message of the tour is it is never too late to return to your authentic self and she hopes it will especially resonate with mothers and daughters.



S&S / AMERICANA DIVISION

SHAINA SHEPHERD

TAKE A LISTEN HERE

Inspired by Nina Simone's commitment to representing the times with the ivories at her fingers, Shaina Shepherd tells heartfelt stories of love, loss, and personal power. She describes herself as an "anthem artist" - translating pivotal moments in human history through her unique form of poetry. Her biggest inspirations are often from poets -- Mark Twain, James Weldon Johnson, Maya Angelou. Her dynamic vocal combines the power of theater with the tender introspection of American folk music in a commitment to every song, story, and note being real, raw, and present.

She started playing the piano in November 2017. As her relationship with the piano grew, she began to weave similar themes through a lens of vulnerability and thematic strong structures akin to the operas and oratorios she studied as a new musician. Shaina's influences include Fanny, Kurt Carr, Jeff Buckley, Leontyne Price, Quincy Jones, and above all others, Nina Simone.

FREAK!UT
RECORDS



S&S / AMERICANA DIVISION

dimiter

TAKE A LISTEN HERE

Dimiter Yordanov is a composer, singer, and pianist based in Seattle, Washington. He is best known for creating all the music in the documentary series "The Kindness Diaries" as well as composing original scores for titles such as "You Cannot Kill David Arquette" and "Bad Country". He is often recognized for his proficiency with multiple instruments and styles of music, including a repertoire of classical piano works. Dimiter was born in Plovdiv, Bulgaria months before he and his family migrated to the United States where they eventually settled in Seattle, Washington. He studied Architecture at the University of Washington for a year before dropping out to pursue a career in music. Dimiter has since scored numerous films and television series, while also writing, producing, and releasing several albums as a singer-songwriter, frequently performing live between Seattle and Los Angeles.



S&S / AMERICANA DIVISION

TAE PHOENIX

TAKE A LISTEN HERE

Tae Phoenix is a singer-songwriter, filmmaker, activist, and theatre artist based on the occupied territory of the Coast Salish and Duwamish peoples, colloquially known as Seattle, WA.

Tae serves as the resident music & arts leader for the Washington State Poor People's Campaign and frequently contributes op-eds on politics and social justice to publications including Newsweek, The Guardian, and The Forward. Tae is also the co-founder of Trek the Vote, a non-partisan network of Star Trekactors, fans, and creators dedicated to fair and equitable elections, and has written for both StarTrek.com and Women at Warp. Awards and nominations include: 2020 nominee for the Seattle Mayor's Arts Award and Best Music Video at the 2019 Hollywood Women's Film Festival and the 2019 Shoreline Short Film Festival for "We Shall Not Be Moved," which was also a finalist at the 2019 Oaxaca FilmFest and screened at the 2019 SIFF Bumbershoot showcase.



MANAGEMENT

& SENIOR ADVISORS



LARA LAVI

CEO | Founder

Ms. Lavi is a professional Grammy award-winning Americana singer-songwriter, media/tech/entertainment law attorney, entrepreneur, entertainment company executive, business development specialist, film and TV producer & writer. Lara is the managing partner of her Seattle-based boutique law firm Media Law Group. She has been practicing law since 1987 while concurrently growing as an artist and managing her production company Dreaming in Color which supports dozens of artists and filmmakers as well as housing her own film/tv/music projects. Lara receives informal advice from many of her colleagues including senior label and publishing expert Dominic Pandiscia particularly regarding artist development for King Youngblood and DICE LAB overall strategy.

A renaissance woman, Lara Lavi is an active member of the Washington State Bar Association. Lara Lavi continues to produce multi-media entertainment properties, branded entertainment, and direct compelling product presentations for her clients and her own company. Lara Lavi has orchestrated several strategic mergers/acquisitions in the brand licensing and entertainment industry including saving Death Row Records from bankruptcy and running it prior to its acquisition by E-One Entertainment.

Throughout her career, she has produced 1000s of live events with sponsors, live performances, and online promotions. A 2-time Grammy-winner, she was a signed artist with Columbia Records and then A&M records and an artist in development with Warner Chappell Publishing. Lara continues to mentor, write & record, along with leading the charge for DICE LAB.

MANAGEMENT & SR. ADVISORS



STEVE CORN

Senior Advisor | Digital Distribution, Music Publishing, Marketing

Steven Corn is a dynamic and result-oriented senior-level digital executive with a 30 years proven career track of driving business operations, positioning companies for business growth, and creating long-term value. He has the ability to incorporate innovative management techniques, systems, processes, and procedures to enhance business practices, increase productivity and achieve revenue gains. Focusing on achieving continuous, improved business performance, his skillset provides creative, innovative & forward-thinking leadership in a team. Steven Corn is the co-founder of BFM Jazz, an award-winning jazz label with 5 Grammy® wins and 17 nominations. He is a senior digital music executive with decades of experience in publishing, distribution, content management, digital media, business development, and sales.

Steven Corn is serving as the Head of Operations and Business Affairs for Beatroot Music a division of Made In Memphis Entertainment. Beatroot distributes 1000's of releases and artists to DSPs globally. He also brings his expertise as a faculty member at the highly-regarded Los Angeles College of Music teaching courses in their music business bachelor's program. His curriculum includes Global Music Business, Digital Distribution, History of Digital Music, and Time Management.

His company, Viewpoint Consulting Services, provides strategic and business development services to a wide variety of music, social media, and entertainment companies. VPCS specializes in advising start-up companies on how to achieve their growth targets while navigating the confusing rights structure of the online economy. Prior to VPCS, Steven was the CEO and Co-Founder of BFM Digital, a digital distribution company representing 650 labels to hundreds of digital music services globally including Apple, Spotify, Amazon, Youtube, Google, Tidal, and Rhapsody. In 2014, BFM successfully exited in an acquisition by The Orchard (majority-owned by Sony), the largest digital distributor of independent music.

MANAGEMENT & SR. ADVISORS



EVER KIPP

SVP Public Relations & Brand Strategy

Press Relations, strategy, outreach, and placement are Mr. Kipp's forté. With over 30 years working with artists, labels, film projects, producers, and unique human brands, Mr. Kipp's company, Tiny Human has secured thousands and thousands of strategic editorial press placements, television appearances, brand networking opportunities. A die-hard music lover, Mr. Kipp is a champion of artists on every level. He believes that every artistic project, every record, every artist has a unique tale to tell. He is here to help craft the narrative, put the art in context, and share that story with the world. Mr. Kipp has worked and or continues to work press for such talent as Death Cab for Cutie, King Youngblood, Lara Lavi, Phantogram, Rufus Wainwright, the Bonnaroo Festival, Herbie Hancock, and The Libertines among others.

MANAGEMENT & SR. ADVISORS



CAMERON LAVI-JONES

Founding Partner | Producer & Artist Development

Cameron Lavi-Jones is a 22-year-old award-winning, musical artist, producer, sound engineer, songwriter, bandleader of his alt-rock band King Youngblood, multi-instrumentalist, graphic designer, filmmaker, and the executive director of his non-profit organization - Hold Your Crown, fiscally sponsored by the Allied Artist Foundation. He recently graduated with honors with a communications degree from the University of Washington where he focused on marginalized communities, BIPOC social justice issues, and the democratization of media. He has organized BIPOC musical teach-ins in and around the Pacific Northwest. He is one of the founders of the popular podcast The Revolution Will Be Harmonized on Spotify and Apple Music. Mr. Lavi-Jones is also the youngest senior sound engineer of a major studio in the greater Seattle area at Studio Sage - a state-of-the-art multi-track facility in Edmonds, WA. He is the founding member of the award-winning alt-rock band King Youngblood and the flagship artist for DICE LAB. Mr. Lavi-Jones is instrumental in the artist development of several DICE LAB artists. He also works closely in show production with DICE LAB label partner Freak Out Productions. Ms. Lavi and Mr. Lavi-Jones are the professional teams at the helm of DICE LAB.

MANAGEMENT & SR. ADVISORS



JANINE BRUNYEE

Vice President of Digital Assets & Brand Development

Janinne Brunyee has decades of experience in brand development in the entrepreneurial world, small business, tech, and entertainment industry with a strong emphasis on music and the live arts. She brings a wealth of knowledge in brand building, marketing tools, web development, brand messaging, logistics, charitable press relations, and just plain common sense to every project she touches. After graduating with an MBA from the University of Cape Town, South Africa, Ms. Brunyee moved to the US to start her professional career in technology marketing. After time spent at Concur Technologies and RealNetworks, Ms. Brunyee worked as a consultant for a wide variety of groups at Microsoft and independent startups for more than 7 years. This allowed her to hone her skills in messaging, marketing strategy, and content development.

Four years ago, Ms. Brunyee, in line with her personal values, shifted her focus to supporting organizations, for and not-for-profit, looking to make a social impact. This is what inspires her today: Helping organizations bring big ideas to life. Ms. Brunyee's work is enhanced by the steadfast presence of Mollie, her 34-pound labradoodle who is the real brain behind Ms. Brunyee's business contributions to DICE LAB.

MANAGEMENT & SR. ADVISORS



ERIC LUCK

Head Cinematographer & Documentary Lead

Mr. Luck heads up all things video and photography for DICE LAB with a primary focus on shooting music videos and online marketing content as well as producing, shooting, and editing documentary content for key artists with DICE LAB. Currently, he is developing a documentary following DICE's alt-rock band King Youngblood titled "Baby Band" that has been in the making for the last couple of years and will abruptly stop the moment King Youngblood hits one million views on YouTube or 200,000 followers on Spotify whichever comes first. Mr. Luck has been creating photo and video content for over 10 years, focused on everything from music videos, short films, interviews, sketch comedy, and live events. His projects can be seen on YouTube, Hulu, and Amazon and have amassed over 300 million views worldwide. Past clients include Boeing, Moonbug Entertainment, KEXP, University of Washington, Seattle Pacific University, and Cornish College of the Arts. Notable bands he has worked with are Radkey, Bridge City Sinners, Skating Polly, Giants in the Trees, King Youngblood, Monsterwatch, and The Glorious Sons.

MANAGEMENT & SR. ADVISORS



MITCH PFEIFER

Consulting Director of Online Marketing - Paid Ad Strategy and Promotions

Mitch Pfeifer focuses his expertise on data and metric analysis and online paid ad strategy and implementation for DICE LAB's artists. From selling skateboards out of his trunk and mixtapes in the halls during high school to later founding numerous companies, Mr. Pfeifer has always had "the hustle." He created the online publication Respect My Region ("RMR") in 2011 and it quickly gained momentum in the Pacific Northwest first as a successful branded apparel company and eventually developed into a full-on online media and content platform while staying true to its lifestyle roots. RMR works closely with DICE LAB supporting its artists and spotlighting the issues important to the DICE LAB fan base. With a strong focus on hip hop, rock, and cannabis, Mr. Pfeifer's network is highly beneficial for marketing DICE LAB artists. Mr. Pfeifer is an expert in paid social media and lead generation campaigns in the music industry.

RMR has various "legs" to its organization. They are a publication, marketing agency, and have helped scale some of the top brands in recreational cannabis. The last three years have seen Respect My Region embark on the annual West Coast Weed Tour where they review hundreds of products, tour hundreds of cultivation facilities and work with brands all down the coast. This year they've also expanded their partnership on the Seattle World Tour event series to launch their first charity foundation. Past RMR clients include Cookies, Buddies Brand, Have a Heart, The Cure Company, PAX, Vessel, Weedmaps, TreeHawk Farms, The City of Seattle, Gucci Mane, Meek Mill, Russ, Lil Uzi Vert, Lil Baby, Universal Entertainment, and many more. Mr. Pfeifer's motto is to respect the artist and their music and follow the data to build an authentic fan base.

MANAGEMENT & SR. ADVISORS



GRANT MCCALLUM

Senior Marketing Consultant

Grant McCallum's years of experience in the music industry include working in label management and marketing at Sub Pop Records, Flea Marketing, and as well as Seattle indie stalwart Barsuk Records (Death Cab for Cutie, Phantogram, Nada Surf, Charly Bliss) for the past 18 years.

He previously managed Telekinesis (Merge Records) and The Globes (Barsuk). Mr. McCallum leads the online marketing team and participates in strategy meetings for DICE Lab with a particular focus on King Youngblood.

MANAGEMENT & SR. ADVISORS



AVRIL LUM

Art Director, Social Media Manager, & Brand Assurance

Avril Lum is a Chinese-American visual artist, graphic designer, art director, and emerging curator based in Seattle, Washington. Ms. Lum focuses on visual content for artist branding, marketing, social media, and brand assurance for DICE LAB. In her personal art, Ms. Lum works in time-based and 2D media to investigate cultural narratives about the self. Avril's work phrases inquiries on public consciousness and overlooked thought processes. Avril's work is informed by the different facets of her upbringing. A child of Chinese immigrants, she was raised alternating between her postcolonial ancestral motherland and the United States which is reflected in her creative works. Ms. Lum is passionate about all things visual multimedia and marketing and the connection between the two. She is equally a passionate music lover of many genres. Ms. Lum has excellent multimedia content generation and editing skills for web and social media platforms. She is fastidious about brand development and brand sustained impact for all of DICE LAB's music, film and television projects and artists. Ms. Lum obtained her BA from the University of Washington in 2019 and has exhibited nationally.

MANAGEMENT & SR. ADVISORS



CHET PETERSON

Talent & Tour Director

Chet Peterson serves as the Talent & Tour Director for all DICE LAB artists with an immediate focus on King Youngblood's spring/summer/fall multi-state tour plans with Drive-In Theaters, pop-up shows, and outdoor festivals. Mr. Peterson has a long history of booking musical artists, producing shows, performing, and recording within the greater Pacific Northwest musical arts community. Mr. Peterson is also a professional cellist and producer who is a third-generation musical artist in a family of powerful string players. Mr. Peterson is also a primary member in the band King Youngblood as the cellist and a core member of the production team.

MANAGEMENT & SR. ADVISORS



MAURICE JONES

Senior Advisor for Production & Artist Strategy

Maurice Jones Jr. is a senior advisor to DICE LAB focused primarily on assuring that artist music production is competitive and on-brand for each DICE LAB artist. His professional experience includes production facility design and installation, and he excels as an acoustician, music producer, filmmaker, recording engineer, musician, educator, performer, graphic artist, and entrepreneur. Mr. Jones co-founded Very Juicy Records/Entertainment LLC which is the label that initially developed King Youngblood. As a bassist, he has recorded with numerous artists, including The Neville Brothers, Peter Gabriel, and the Native American Grammy-winning SongCatchers. Mr. Jones has a broad career spanning many decades in music production but also radio programming.

Currently, he is the Program Manager for KVRU radio 105.7 FM in Seattle. Mr. Jones served on the Radio Leadership Council that helped to create KVRU, a community radio station reaching over 300,000 people in the Seattle area. The station is focused on building community within the BIPOC community of South Seattle and provides strong support for regional musical artists. Mr. Jones is developing a DICE LAB radio program to spotlight DICE LAB artists and other great indie artists starting in 2022.

MANAGEMENT & SR. ADVISORS

ARTIST DEVELOPMENT PARTNERS

FREAKOUT

RECORDS



Formed in 2015, Freakout Records has been at the top of the indie Seattle music community for the past six years. Founders Skyler Locatelli and Guy Keltner have been supreme key influencers and tastemakers focused on building their boutique label with a roster of artists who embrace both the team effort of a successful indie label and the DIY self-starter initiative of the best of the best indie artists including Acid Tongue, Smokey Brights and their newest signing Shaina Shepard. Freakout also produces an annual multi-venue music festival – Freakout Music Festival in November each year in Seattle, WA. Freakout has successfully brought its artists to such festivals as Treefort and South X Southwest. Freakout's biggest mission however is to support emerging talent with a strong focus on the Pacific Northwest. Freakout's co-founder Mr. Locatelli holds down a 9-

to-5 job with one of the top indie non-commercial radio stations in the country – KEXP 90.3 FM in business

development through marketing campaigns, sponsorships, and programming. Founder Guy Keltner approached DICE LAB founder Cameron Lavi-Jones to help produce the 6th annual Freakout Festival after their respective bands – Acid Tongue and King Youngblood shared a streaming stage during Covid to Rock the Vote in the 2020 election. Soon after Mr. Keltner and Ms. Lavi started talking about ways to align and the rest is history. Now DICE LAB and Freakout Records are partnered on all aspects of both company's businesses and jointly focused on upping their game in distribution and digital service provider editorial playlist promotions as well as pooling their immense industry goodwill for the betterment of all their artists.



DICE LABTM

DREAMING IN COLOR ENTERTAINMENT LABEL GROUP

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