

BO DEAN

WHO IS BO?

The #HashTagKing...That One guy with the Fro...#TheMashUp...Bovember...*"Dang..smh He killed that performance"*...#BOpproved..#thatisall..#carryon..#BoShrug...The Show Me Show..... You can just call him Bo Dean though. Since 2010, Bo has been building up his catalogue and fan base by dropping thought provoking and innovative projects that'll change the color of your mood ring every other tune. In a city full of hungry artist waiting for their opportunity to shine, Bo has proven that some light should be put on him (#ItsEnoughLightForEverybodyTho).

After a year of being all the way dedicated to his grind, he was recognized by the SlumFest commission as one of the **2011 Freshmen of the Year**. His collaborative project *"Enuff Said"* with L'z was also nominated for the **SlumFest Mixtape of the Year**. But it was *"Bovember 2: Music for the Soul"* that took things to the next level. The Epitome of Epicness, The true meaning of soul, (#SiskelAndEbertWould'veGivenIt2thumbsUpBecauseItWasThatGood). Covering on a wide range of topics from abusive relationships, down low homosexuality, biblical prophecies and overcoming the impossible, Bo was able to connect with the audience on not just the music but on a personal level as well.

With the help of FLUX9 and his label SOGL (Step Or Get Left), Bo became a force to be reckoned with in 2012. Dropping stunning visuals to his songs and making power moves with some of the industries heavyweights. One of those heavyweights in particular was DJ Smallz. In March of 2012, Bo announced that #MashUp would be his next project; hosted by Mr Southern Smoke himself. The concept of this project was unique and challenged Bo to takes his artistry to new plateaus. He takes a slew of instrumentals from some of the rap industries most honored emcees and mashes them together. The constant switch ups in each song force Bo to switch up his flow, delivery and even subject matter on each MashUp. From Araabmuzik to Lil Wayne, all the way up to the "Big Homey" Jay Z, Bo Dean transforms commonly heard songs into his own, leaving the original versions just not the same. When #MashUp dropped, it became an instant success in his city, countless spots around the nation, all the way to the UK. It also gained Bo another nomination for **Mixtape of the Year** at the 2013 SLUM awards (#ItShouldOfWonTho).



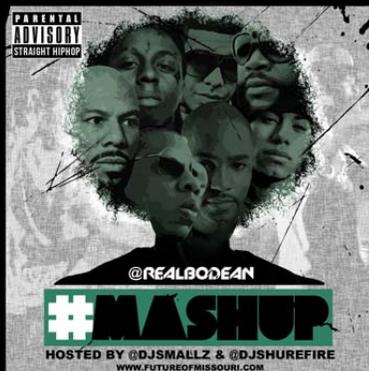
As the 2nd half of 2013 approaches, Bo has already opened up for national artist Bone Thugz N Harmony, Twista, the Legendary Rakim & Ritz. With countless shows under his belt, in town and out, Bo doesn't plan on stopping no time soon. #NextStopsChina #TheyllMistakeMeForSnoopDoggProbably #LongAslgetHisPerksIwonttMind

Besides the music, Bo is a host to one of the freshest and coolest shows on the net, "The Show Me Show" (#ItsReallyTheBestShowOnTheNet #ImJustBeingModest). It's a live internet radio show that features some of the midwest's premiere talents. Shedding spotlight on not just music artist but athletes and entrepreneurs as well. The hosts debate, share their view points on today's popular topics and put together some hilarious segments. Bo is also a writer at XLUrbanMedia doing a blog series called #BOpproved where he reviews projects that he feels needs more notoriety is becoming quite popular.

Things are looking up for Mr. Dean, the journey has been rocky but it was worth every minute. With his city and team behind him, how could he lose? Be expecting even more big things in the future from The Fro. This is only the beginning...#thatisall...#carryon

BO DEAN

MUSIC COLLECTION



#MashUp

Released November 2012
Hosted by DJ Smallz
& DJ Shurefire

DISTRIBUTION

Electronic: 3,400 downloads / 5,200+ plays (bomashup.com, datpiff.com & more)
Physical: 2,000+ locally / 800 nationally

VIDEO PROMOTION

#AraabMuzikMashup Music Video: 1,400+ views
#PickUpYoFace Music Video: 1,500+ views
#BOdocumentary Episodes 1-4: 1,700+ views

ACCOLADES

Riverfront Times named it one of the **Top 50 albums of 2012**
Nominated for **Mixtape Of The Year** for the S.L.U.M Awards
Top Sponsored Mixtape on ThatMixtape for two weeks
Top Featured Mixtape on Midwest Mixtapes for a month

PRESS COVERAGE

Interviews with InTheMixx Radio, Davisionaire Blog, FLUX9, XLUrbanMedia, RadicalBEings, Luis Quatorz Blog & more



November 2: Music for the Soul

Released November 2011

DISTRIBUTION

Electronic: 100+ downloads / 2,600+ plays (datpiff.com, flux9ine.com & more)
Physical: 1,200+ locally

VIDEO PROMOTION

Fly High Music Video: 1,000 views in the first week
Track 2 Live Music Video: 56,900+ views

ACCOLADES

Single "Track 2" received **435 plays** hours after it was released
"Track 2" was one of the top 10 most played on FLUX9 for months
Song "Compare" was featured on STLHipHop.com

PRESS COVERAGE

Interviews with XLUrbanMedia, FLUX9 and more

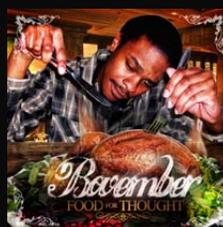


Enuff Said

Released July 2011

DISTRIBUTION

Electronic: 150+ downloads
950+ plays
Physical: 1,000+ locally



November: Food for Thought

Released November 2010

DISTRIBUTION

Electronic: 70+ downloads
500+ plays
Physical: 700+ locally

BO DEAN

AUDIENCE REACH

SOCIAL NETWORKS

Facebook: 1,400+ friends / 630+ likes

Twitter: 1,500+ followers

YouTube: 200+ subscribers / 80,000+ video views

WEBSITES

BoMashup.com: 600 visitors a month

Bovember.com: Coming Soon

OPENING PERFORMANCES

Bone Thugz N Harmony: 1,800+ people

Rakim: 1,700+ people

Twista: 1,500+ people

Ritz: 1,300+ people

FESTIVAL PERFORMANCES

SLUMFest 2012: 1,700+ people

REVENUE (2012)

STEP OR GET LEFT ENT

Apparel (T-Shirts and Hoodies): \$4,000+

Event Tickets: \$2,600+

PUBLIC RESPONSE

"Bo truly has a sound of his own and it won't take long before you realize he's got a leg up on most of the up and comers in his lane of hip hop."

-XLURBANMEDIA.COM

"Bo, keep up the work. the tape is unlike anything we've heard."

-@NEOCLEFCOM

"St. Louis is back..the #MASHUP is so cold, gave me goose bumps."

-MATT T.



"Yall need to stop sleepin on my bro Bo Dean! This was honestly one of my favorite mixtapes I did!"

-DJ SMALLZ

"This is truly one of the dopest projects I've ever heard. Epic demonstration of artistry."

-@PETEYKAIN

"#MASHUP was incredible. bars, lyrics, punchlines, concepts. wit..all of it is there."

-@CED-VICIOUS