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FOR IMMEDIATE RELEASE

Dres of Black Sheep Remixes Hip-Hop Favorite *The Choice is Yours* in Support of Barack Obama's Presidential Campaign

Video Serves to Inspire & Remind Voters to Use Their Voice on Election Day

New York, NY – October 30, 2008 – In celebration of Barack Obama's legendary road to the White House, Dres of the iconic Hip-Hop duo Black Sheep has created a special video with new lyrics to *The Choice is Yours* in support of Obama's campaign. Produced and under the creative strategy of Voodoo Cowboy Entertainment & Super!Alright! Media in less than two days, *The Choice is Yours* (Tasters Choice remix) intends to reach all voters young and old on a viral level. To view the video, please visit: <http://www.superalright.com/obama08/>

With its catchy phrases and jazz undertones, the video combines line art animation, motion graphics, campaign footage/photos, and live action sequences. By creating visually intriguing content that draws overt contrasts between the Obama/Biden and McCain/Palin campaigns, the video uses its rich color and imagery to divide the screen (and consequently the candidates' political ideologies) into two distinct worlds, illustrating an obvious political separation between the parties.

The non-profit effort started with Definitive Jux co-founder Ameachi Uzoigwe, who brought the original idea to use the song in a pro-Obama video to Chris Butler of Super!Alright! and Sean Conner of Voodoo Cowboy Entertainment who then wrote, produced and directed the concept together. "This idea literally came to me in my sleep and its amazing to see it come to fruition so quickly," says Uzoigwe.

"My ability to contribute to this campaign has been enlightening, and I hope through this video release, one person will be inspired to make change," adds Dres. For more information on Dres of Black Sheep, please visit www.myspace.com/blacksheep or contact Nicole Price of Priceless Media or Tasha Stoute of The Chamber Group.

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