



NLE CHOPPA JOINS FORCES WITH WARNER RECORDS FOR LABEL IMPRINT NO LOVE ENTERTAINMENT

16-Year-Old Rising Rap Sensation Announces His Own Project as Debut Release on the Newly Formed Venture

*“Choppa is unique. His intensity, voice and dark sense of humor set him apart from the fray.” –
XXL*

“This early in his career, NLE Choppa has shown dexterity.” – Pitchfork

*“Bouncy-menacing track [Shotta Flow] quickly catapulted [NLE Choppa] to stardom.” –
Complex*



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LOS ANGELES – July 11, 2019: Warner Records today announced that the company has partnered with NLE Choppa for the launch of his label, No Love Entertainment (NLE). NLE Choppa will christen the venture with the release of brand new music (details forthcoming).

With poise, charisma and cleverness way beyond his years, 16-year-old NLE Choppa burst onto the scene and immediately grabbed our attention and captured our hearts. In just under a year, Choppa has amassed an astonishing 170 million cumulative views on YouTube and has gained a cult following that transcends age and socioeconomic status. His breakout hit “Shotta Flow” has more than 79 million views alone for its raw, true-to-life music video, while the newly released remix featuring Blueface has garnered over 27 million views and counting. Choppa’s first release under the new deal, “Free Youngboy,” has already hit 8.5 million views. A young boss with street-savvy, Choppa and his family grew No Love Entertainment (NLE) from humble beginnings in Memphis to a burgeoning full-fledged imprint with Warner Records. NLE Choppa continues to take 2019 by storm and solidifies his place as the next global superstar.

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