

Edi Fitzroy Signs Record Deal With San Jose Base Record Label King Step Recordings

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October 26, 2006 - San Jose, CA – Edi Fitzroy, The King of Conscious Reggae, signed a multi-year record deal for his new album “Hold The Vibes” with San Jose based record label King Step Recordings. Jamaica and San Jose are not close to each other, but this unlikely pair work together in perfect harmony.

Adam Heller founder of King Step Recordings and Producer Joe Bressler are neighbors and form the nucleolus of this winning team. Adam is also the founder of ReggaeDJ.com and has been serving the Reggae community since the late 80’s. Besides producing several albums for multiple artists, Joe founded Riddimbank.com, which boasts thousands of riddims. Joe also plays keyboards and was the heart of the Reggae band Massawa for many years. Massawa was known as the best Reggae backing band on the West Coast in the 90’s.

Fitzroy's first hit, "Miss Molly Colly", broke into the Jamaican Top 10 in 1978 and the hits kept coming, including "African Religion", "The Gun" and "Stylee", leading to a tour of the UK supporting punk group the Clash (The). He then put out the massive hit "Check For You Once" (number one on the Jamaican Hit Parade chart for four weeks), followed by "Youth Man In Penitentiary" and "Have You Ever". His hit 'What A Trick' spent 23 weeks on the Jamaican Hit Parade.

Edi received the Press Association of Jamaica Award in Recognition of his contribution to the development of local (Jamaican music). He received the Award for the Most Culturally- Orientated Artist in the 7th, 8th and 9th Annual International Music Awards held in Miami, Chicago and Jamaica respectively. He also received the Rockers Award for the Most Conscious Performer, after coming out with a tribute crowing to women, titled 'Princess Black'.

“Hold The Vibes” has been in the works for almost a decade and is being compared to Edi’s best works. The album features a classic acoustic vibe and superb vocals that are sure to last the test of time. It displays a conscious, explosive and energetic Edi Fitzroy. Edi has always been a consummate artist. He makes music for the love of music and the message it spreads. His messages are always of love, peace and equal rights. The long awaited album will soon be released.

The Independent Distribution Collective (IDC) is the main distributor for Edi Fitzroy’s new album “Hold The Vibes”. “Hold The Vibes” will be in stores coast to coast within weeks. IDC has revolutionized the independent music distribution business as a whole. Using the "Strength in Numbers" concept, and employing grassroots and industry tested practices, IDC has created a whole new avenue for current and next generation artists who are trying to bring their music to the public. To find out more about IDC, please visit their website www.independentdistro.com.

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KSR is based in California and was founded in December 2005 by Adam Heller. Adam is also the founder of the well-known site ReggaeDj.com that has been serving the Reggae community since 2003.

[You can find this press release here](#)