



Reservoir Announces New Deal With Grammy Award-Winning Hip-Hop Artist, Writer, & Producer KayGee

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New York, October 27, 2022 — Reservoir Media, Inc. (NASDAQ: RSVR) ("Reservoir" or the "Company"), an award-winning independent music company, today announced a new publishing deal with artist, writer, and producer Keir Lamont Gist, professionally known as KayGee, a founding member of the iconic hip-hop trio Naughty By Nature. The deal includes rights to KayGee's entire catalog and future works.

KayGee made his start founding a hip-hop group New Style, which went on to become the Grammy Award-winning trio Naughty By Nature. The group performed at local talent shows until they were discovered and eventually signed with Tommy Boy Records, which Reservoir acquired in 2021. KayGee wrote and produced many of the group's classic tracks, including "O.P.P.," the platinum-selling #1 single "Hip Hop Hooray," and "Feel Me Flow." "O.P.P." was the lead single for Naughty By Nature's 1991 self-titled Platinum-selling album; the song reached #6 on Billboard's Hot 100 while topping the Hot Rap Songs chart and is widely regarded as one of the best rap songs of all time. "O.P.P.," "Hip Hop Hooray," and "Feel Me Flow," which was off the trio's fourth album, *Poverty's Paradise*, each earned nominations for the Grammy Award for Best Rap Performance by a Duo or Group in 1991, 1993, and 1995, respectively. *Poverty's Paradise* also notably took home the prize for Best Rap Album in 1995.

Beyond his work with Naughty By Nature, KayGee has collaborated with some of the industry's biggest stars in his 30+ year career, writing and producing tracks for 50 Cent, Notorious B.I.G., Mary J. Blige, Fat Joe, and Luther Vandross, among others. Additionally, he produced the Grammy-winning single "U.N.I.T.Y." for Tommy Boy labelmate Queen Latifah. In the 1990s, KayGee founded his own label, Divine Mill, representing artists such as Zhané, with their hit single "Hey Mr. DJ," the group Next, with their singles "Too Close" and "Wifey," and Jaheim with his tracks "Put That Woman First" and "Just In Case," all collaborations by KayGee. He also currently writes and produces for new acts under his label Slugga Music. As a part of this deal with KayGee, Reservoir will distribute Slugga Music's masters.

On joining Reservoir, KayGee commented, "It's a joy to be able to work with Faith Newman and the Reservoir team. Faith is an industry veteran, and to have someone with her knowledge working my catalog is great! I look forward to continuing to build my catalog and creating more at Reservoir."

Faith Newman, Reservoir Executive Vice President of A&R and Catalog Development, added, "I have known KayGee for years, and after cementing our partnership through Reservoir's acquisition of Tommy Boy, I'm so proud to continue growing our relationship. KayGee has contributed to countless hits in the modern hip-hop and R&B landscape, and the Reservoir team is looking forward to supporting his legacy while continuing to release new music together."

ABOUT RESERVOIR

Reservoir is an independent music company based in New York City and with offices in Los Angeles, Nashville, Toronto, London, and Abu Dhabi. Reservoir is the first female-founded and led publicly traded independent music company in the U.S. Founded as a family-owned music publisher in 2007, Reservoir has grown to represent over 140,000 copyrights and 36,000 master recordings with titles dating as far back as 1900 and hundreds of #1 releases worldwide. Reservoir frequently holds a Top 10 U.S. Market Share according to Billboard's Publishers Quarterly, was twice named Publisher of the Year by Music Business Worldwide's The A&R Awards and won Independent Publisher of the Year at the 2020 and 2022 Music Week Awards.

Reservoir also represents a multitude of recorded music through Chrysalis Records, Tommy Boy Records, and Philly Groove Records and manages artists through its ventures with Blue Raincoat Music and Big Life Management.

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