



## Reservoir Announces Publishing Deal With Viral "BILLIE EILISH." Rapper Armani White

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**New York, May 16, 2023**—Reservoir Media, Inc. (NASDAQ: RSVR), an award-winning independent music company, today announced a new deal with rapper Armani White. This is White's first publishing deal and includes his full catalog, featuring his viral hit "BILLIE EILISH.," as well as future works.

In 2022, White's popularity rose meteorically with his global hit "BILLIE EILISH." The 90 second song was tailor-made for social virality and boasts more than 40 billion views on TikTok, as well as over 250 million streams on Spotify. "BILLIE EILISH." also reached #58 on the Billboard Hot 100, cracked the top 20 of Hot R&B/Hip-Hop Songs, and has been Gold-certified in the U.S. White's success with the single helped him secure a record deal with Def Jam.

Earlier this year, White teamed up with Denzel Curry on his single "GOATED." The track garnered over 19 million streams on Spotify and was released alongside a music video featuring boxing icon Floyd Mayweather. Following a performance of "GOATED." on "The Tonight Show Starring Jimmy Fallon," *Uproxx* praised White as "one of rap music's most promising new acts." In April, White also dropped "SILVER TOOTH." with A\$AP Ferg ahead of his EP *Road to CASABLANCO.*, which was released last week and debuted at #8 on Spotify's Top Albums Global Debut chart. *HotNewHipHop* dubbed the release an "explosive new EP" that showcases White's lyrical strength, with *NPR*, *YouTube Music*, and *Okayplayer*, among others, all featuring it in coverage of top releases on Friday.

Hailing from Philadelphia, White began rapping at a young age. In 2015, he uploaded a music video for his single "Stick Up," which earned him industry-wide attention and opportunities to perform alongside artists such as Big Sean, Goldlink, and Big Krit. In 2019, White independently released his debut album, *Keep In Touch*, which *This Song Is Sick* called "an absolute triumph...featuring a wealth of groovy, warbling bass, crisp horns, bouncing percussion and Armani's skittering flow." He later released 2021's *Things We Lost In The Fire*, an emotional five-track EP that showed further range, exploring White's trauma surrounding several family tragedies.

White commented, "Music has helped me through so much, and this is an exciting moment to bring that to a new level. I know Faith Newman and the Reservoir team can help me get there. I can't wait to share more music with my fans and keep building the world of Armani White with them."

Reservoir Executive Vice President of A&R and Catalog Development Faith Newman added, "As a fellow Philly native, it is really special to work with Armani, whose music pays homage to the history of Philly hip-hop and brings in a modern flare to create his self-described 'happy hood' niche within the genre. He also has a remarkable work ethic, and the Reservoir team is eager to help Armani continue to release hit songs that drive the genre forward."

Reservoir President and Chief Operating Officer Rell Lafargue also said, "Armani has been on the rise for years, but 'BILLIE EILISH.' helped him explode onto the scene to gain the attention he deserves. He is a true artist and global thinker – incorporating striking visual elements into his campaigns and recognizing the importance of impressive international collaborations. Armani is exactly the kind of artist we look to support at Reservoir, and, despite billions of views and streams, he's just scratching the surface."

### 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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