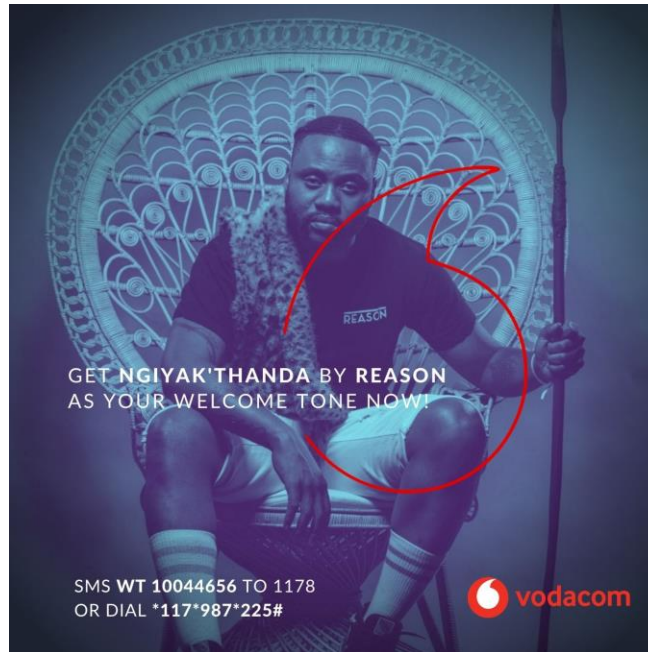


beatroot

Beatroot Africa Enters Exclusive Deal with OnMobile South Africa

OnMobile to Deliver Beatroot Africa Ring Back Tones to Vodacom Customers



October 27, 2020 (Johannesburg, South Africa) – Beatroot Africa has entered into an exclusive arrangement with OnMobile to deliver Vodacom ring back tones. Beatroot Africa will deliver custom-edited songs from their catalog. The company is a subsidiary of Beatroot Music, the only Black-owned music distributor in the U.S. and part of the Made in Memphis Entertainment (MIME) family of companies. Beatroot Music recently celebrated its one-year anniversary. Beatroot Africa has a roster unique from its American parent company dedicated to distributing and promoting African artists.

Ring back tones, which enable mobile users to choose a song or other audio clip for callers to hear instead of a traditional dial tone, remain widely used throughout Africa and make up a large proportion of the revenue stream in the non-downloadable content market. Fans can access by entering an SMS short code e.g WT 10044656 to 1178 or dial I *117*987*225# and choose from a list of Beatroot Africa welcome tones. Beatroot Africa ring back tones will roll out initially in South Africa with plans to eventually expand throughout Africa.

Arnold Mhlamvu, head of Beatroot Africa says, “In keeping with the spirit of Beatroot, ring back tones are yet another way that we help develop our artists’ careers and their ability to earn revenue. Ring back tones are also a valuable tool in maximizing their music’s exposure. OnMobile and Vodacom Africa, who service over 50 million customers, are the ideal partners to make this happen.”

“We are very excited in partnering with Beatroot Africa to deliver the Vodacom African market with ring back tones. Arnold, who heads up Beatroot Africa, has had a lot of success in the content space, and we look forward to creating a success story with him,” says Sulaiman Sarang, OnMobile Content Manager.

For more information on Beatroot, visit www.beatroot.com. To listen to a playlist of Beatroot Africa tracks on your preferred streaming service, visit <https://ffm.bio/beatrootafricatop20>.

About Made in Memphis Entertainment (MIME)

Made in Memphis Entertainment (MIME) is a Black-owned full-service entertainment company with global reach, but with its heart in the hometown of modern American music. Founded in 2015 by original Stax Records songwriter and Songwriters Hall of Fame inductee David Porter (CEO) and 20+ year business and legal veteran Tony Alexander (President and Managing Director), MIME is dedicated to re-establishing Memphis as a key music industry hub while expanding its influence around the world, all while developing and promoting diverse talent on both the creative and business sides of the industry.

MIME’s family of companies includes [MIME Records](#), an independent record label home to artists like Porcelan, Brandon Lewis, and Jessica Ray; MIME Publishing, an independent music publishing company that handles Porter’s legendary songwriting catalog and other copyrights of some of the most sought after young producers in hip-hop and R&B; [Heavy Hitters Music](#), a film, TV, and ad sync company with an all-female creative team and Emmy-winning music catalog; [Beatroot Music](#), the only Black-owned music distributor in the U.S., as well as Beatroot Africa; and [4U Recording](#), a state-of-the-art recording studio in Memphis with more branches opening soon.

For more information, visit www.mimecorp.com.

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