



1010 Avenue of the Americas, 3rd Floor, Wizard Suite  
New York, NY 10018

TEL: 1.212.300.3813 FAX: 1.212.937.3556  
WEB: [foxfuse.com](http://foxfuse.com)

A Division of RHONA FOX, INC. [www.rhonafoxinc.com](http://www.rhonafoxinc.com)

**FOR IMMEDIATE RELEASE**

**CONTACT:**

**Rhona Fox**

**FOX FUSE**

1-212-300-3813

[rhona@foxfuse.com](mailto:rhona@foxfuse.com)

## **ULTIMATE SCORES #1 ADDED SINGLE ON RADIO**

*Singer/Songwriter Wins with Electro/House/Reggae Fusion Track, "It's My Birthday"*

**(March 24, 2010 - Miami, Florida)** – Singer/songwriter **Ultimate** sees his latest single, **"It's My Birthday,"** as the number one (#1) most added single on radio nationwide this week (**week of March 22, 2010**). Released on his label **Ultimate Domination Records**, the electro/house/reggae fusion track was produced by hip-hop heavyweight producer **BlackOut Movement** (Mims' "This Is Why I'm Hot"), and is the official second single from Ultimate's upcoming album, scheduled for release later this year.

**"It feels great to have all this hard work finally pay off,"** reveals **Ultimate**, on his radio takeover this week. **"My team and I work all day and all night, record after record. I'm glad the world is accepting and appreciating my work."**

Ultimate's first single, **"Take Me There,"** peaked at **#44** on the **Billboard Rhythmic Radio Chart** and hit **#19** on the **Billboard Hot Singles Sales Chart** back in 2009. It was in rotation on over **70** stations nationwide, a huge accomplishment for any independent artist. "Take Me There" is now available on iTunes, and "It's My Birthday" will be released on iTunes in April 2010.

As for the feel-good theme of the record, **Ultimate** discloses, "The inspiration for **'It's My Birthday'** is simple - everyday it's someone's birthday and this record is for you." DJs and listeners are echoing this sentiment as **"It's My Birthday"** begins to blaze airwaves nationwide, earning this eclectic entertainer perhaps his ultimate hit yet.

### **About Ultimate**

Ultimate is a Jamaican-born singer/songwriter. Migrating to the United States and making pit stops in Miami and Houston have influenced his 'world' sound. His live stage presence is one to be experienced and he has caused a stir on many stages, including the World Beat Music Festival, the Reggae Soca Awards and the Houston Caribbean Festival. Ultimate also headlined a London tour in 2007 and enjoys a strong following across the pond. He has made numerous TV appearances, including on Telemundo and SkyTV, and even hosted his own weekly radio show. His first single "Take Me There" was a sure winner on radio and his success continues with his latest release, "It's My Birthday." Tune in to the sounds of Ultimate at [www.ultimateucx.com](http://www.ultimateucx.com). For further information, contact Ultimate Domination Records at 1-954-326-8664 or e-mail [blackoutmiami@gmail.com](mailto:blackoutmiami@gmail.com)