



## Meet Sarkodie!

**PRESS RELEASE, EFFECTIVE IMMEDIATELY, 1<sup>st</sup> May 2020,** Michael Owusu Addo, better known as Sarkodie, is a Ghanaian rapper and entrepreneur from Tema. His contributions to the Ghanaian music industry have earned him numerous accolades, including the Vodafone Ghana Music Award for Artiste Of The Decade. He was announced the very first winner of BET's Best International Flow act at the 2019 BET Hip Hop Awards. He is also considered one of the major proponents of the Azonto genre and dance.

Sarkodie began his music career as an underground rapper, participating in Adom FM's popular rap competition Kasahare Level. In 2009, Sarkodie performed alongside Busta Rhymes at the Busta Rhymes Live in Ghana concert. In 2010, his songs "Push" and "Babe" were ranked ninth and thirteenth on Joy FM's Top 50 songs of 2009, respectively. "Babe" became an instant hit and propelled Sarkodie to a new level of exposure.

From there, it was success after success for Sarkodie. In 2014, Sarkodie released his third studio album *Sarkology*. Following the album was the official remix of "Adonai", which features vocals from Castro and appeared on Capital Xtra's list of the Top 35 Afrobeats Songs. In 2015, Sarkodie released *Mary*, a live album named after his grandmother who died in three years prior. Nearly 4,000 copies of the album were sold on the first day of its release. Sarkodie released his fourth studio album *Highest* in 2017. *Highest* was primarily produced by Jayso. 2019 saw the release of *Alpha*, featuring appearances Joey B and the late Ebony Reigns, and his fifth studio album *Black Love*.

All of these stories tell of an artist who deserves respect – and Ordior is here to deliver. We're protecting the rights and managing the royalties of Sarkodie's entire catalogue, so he can rest assured knowing that the quality music he creates is getting the treatment and respect that it deserves! There are plenty more stories of Sarkodie to be told, and of course, plenty of amazing stories are sure to come from his future endeavours. Explore him for yourself through his social media and Spotify playlists!

#### SOCIAL MEDIA LINKS:

- Apple Music | [www.music.apple.com/us/artist/sarkodie/326184896](http://www.music.apple.com/us/artist/sarkodie/326184896)
- Facebook | [www.facebook.com/sarkodie.obidiponbidi](http://www.facebook.com/sarkodie.obidiponbidi)
- Instagram | [www.instagram.com/sarkodie](http://www.instagram.com/sarkodie)
- SoundCloud | [www.soundcloud.com/sarkodie-music](http://www.soundcloud.com/sarkodie-music)
- Spotify | [www.open.spotify.com/artist/01DTVE3KmoPogPZaOvMqO8](http://www.open.spotify.com/artist/01DTVE3KmoPogPZaOvMqO8)
- Twitter | [www.twitter.com/sarkodie](http://www.twitter.com/sarkodie)
- Wiki | [en.wikipedia.org/wiki/Sarkodie\\_\(rapper\)](http://en.wikipedia.org/wiki/Sarkodie_(rapper))
- YouTube | [www.youtube.com/channel/UC3lnDRwdK-CD2xjO-16zmmg](http://www.youtube.com/channel/UC3lnDRwdK-CD2xjO-16zmmg)

**Search "Ordior" in Google for more information.**

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**ABOUT ORDIOR:**

[www.ordior.com](http://www.ordior.com)

Ordior is a software company designed to meet the very specific needs of content owners, software developers and digital rights managers all over the world. The Ordior systems have been designed to allow content companies, large or small, to outsource all of the tasks that sit between the content sale and distribution of funds, to the entire chain of royalty collection, accounting, reporting and distribution, through to the management and development of a sales team's commission structure and creation of value-added reseller networks and channels. Ordior is committed to developing and maintaining systems that are several generations ahead of those currently employed in the content industries. Best of all, we will continue to evolve with the digital economy, accommodating new business models and income streams as they come to market.

Ordior's proprietary software products have been developed by a world-class team of engineers and software developers. Ordior's software and rights management services are now used by over 200 record labels, software developers, film/media production companies and publishing houses. The Ordior royalty and payment management services platforms provide real-time reporting on transactions for our customers 24/7, 365 days a year.

Ordior provides a turnkey solution for all creators or I.P, digital content, software, music, films and other digital assets that have the need for transparent reporting, income stream management, rights management protection systems and mechanical copyright management and administration services. If you own content and you want your rights managed, then Ordior provides an excellent product offering and service.

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