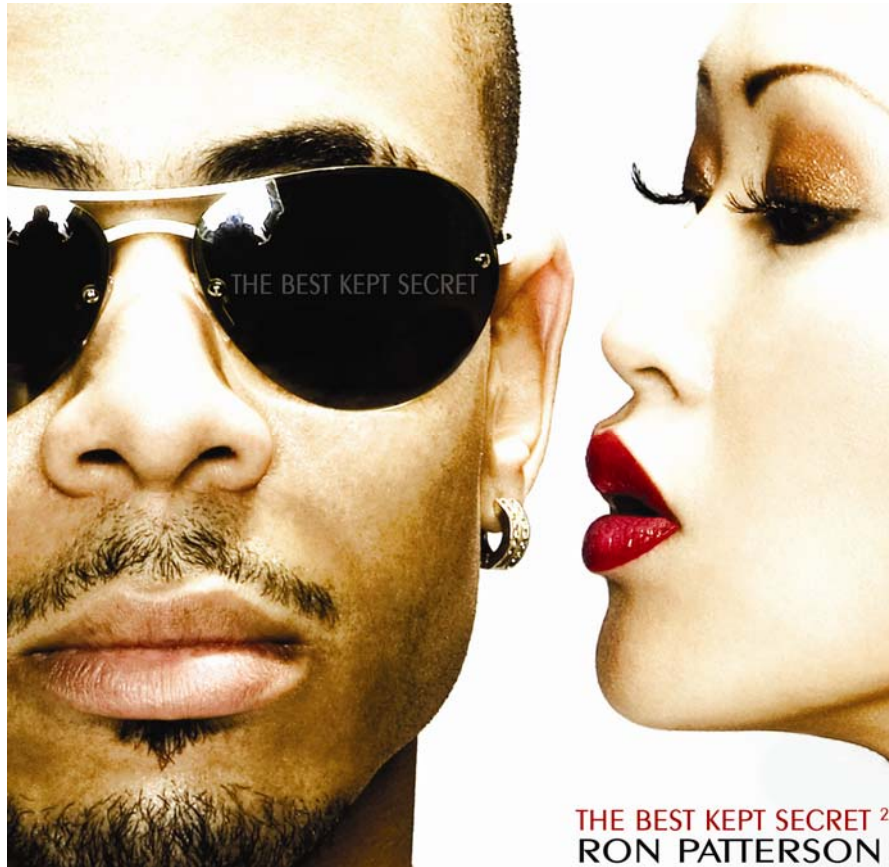


RON PATTERSON'S SEQUEL ALBUM THE BEST KEPT SECRET II

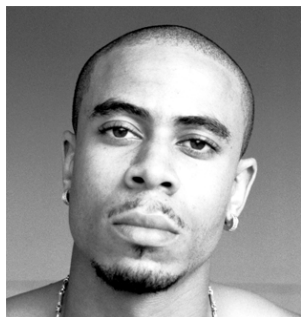
COMING TO ITUNES 2007



| R&B | HIP HOP | SOUL | ROCK | RON | PATTERSON |



[WWW.RONPATTERSON.COM](http://WWW.RONPATTERSON.COM)



Ron Patterson

## Ron Patterson Biography

Ron Patterson's passion for music has only grown stronger since he began his career at the young age of 11. Since then he has cultivated his natural talent and skill. As a child, Ron was the lead vocalist of the soulful Hip-Hop group, the "Fly Guys". From 1990 to 1994, the group appeared on BET's "Screen Scene", the nationally syndicated television show "ROC", made numerous live appearances, and was featured many times in "Fresh" magazine. Actor/Director Charles S. Dutton saw such great potential in the guys that he wasted no time signing on as their financial manager. The members of the "Fly Guys" were a success, but at such a young age, still had many years of education ahead - both in school and in life. The group broke up, but Ron was not discouraged. His genuine love of music and entertainment led him to start producing and writing for himself as a solo artist. Ron's gift of music also allowed him to teach himself how to play the piano and the guitar.

A few years later, Ron made the responsible decision to continue his schooling, and attended UC Berkeley. Ron's studying at UC Berkely in Cognitive Science and Mathematics, and his involvement in Kappa Alpha Psi Fraternity, Inc. both empowered him and taught him the true meaning of self-discipline. The sum of his experiences at Berekely made Ron a more marketable artist. Throughout his time at Cal, Ron never gave up on his dreams of one day becoming a renowned musical talent. In fact, the knowledge he gained made him not only a musician, but also a businessman with a plan and control over his career.

This past few years have been a virtual whirlwind for Ron: he has opened for artists like Brian McKnight, Deborah Cox, Chico DeBarge, Aaron Hall, Carl Thomas, Thicke, KC, Dave Hollister, Anthony Hamilton, Trina, and Marques Houston; he has filmed his own music videos; and he has spent hours in the studio creating music - each song even hotter than the one before. Look out for his phenomenal solo mainstream debut in the summer of 2007.

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**RON PATTERSON REVEALS HIS**  
**BEST KEPT SECRET II SEQUEL ALBUM**

**\*FULL-LENGTH RELEASE ON ITUNES COMING 2007\***

LOS ANGELES, CA – Hip-Hop/Soul/R&B singer-songwriter Ron Patterson is letting his secret be known world wide with the highly anticipated solo release of his sequel album *The Best Kept Secret II*. Having shared stages with Brian McKnight, Carl Thomas, Anthony Hamilton, Deborah Cox, Chico DeBarge, Aaron Hall and Thicke, Patterson has more than demonstrated his mainstream potential. This album gives a wider audience the opportunity to confirm his talent.

*The Best Kept Secret II*, primarily produced by Kevin “K12” Samuels, features 16 original songs written by Patterson and Samuels. His music successfully merges hip-hop and rock beats with R&B/Soul vocals, insightful lyrics, and diverse arrangements.

For Patterson and Samuels, creating *The Best Kept Secret II* was a six-month creative process that locks in on Ron’s unique and soulful sound that the music industry has been lacking. “I am coming to save R&B,” Patterson said.

Tracks on the album include the high energy city pride anthem “Straight from LA,” the urban dance club classic “Bed Rock,” which features vocals from recording artist Missy and Elephant Man, and the sentimental classic “Girlfriend,” that talks about Ron’s first encounter with the girl of his dreams. Tracks also include “Never felt This Way”, using a track created by well known hip-hop producer Battle Cat and an unofficial verse from Def-Jam recording artist Jay-Z taken from a song off of Jay-Z’s collaboration “The Best Of Both World’s” album with recording artist R. Kelly. Although Ron’s original music speaks volumes, the psychology behind using unofficial tracks and verses from mainstream recording artists was simply to help create a mainstream buzz.

The 28-year-old began his career in music at age 11 as the lead vocalist of hip-hop/soul group the Fly Guys. The group gained notable success on national tours, television and publications. After studying at Berkeley, Patterson began to pursue his solo career with full force in order to make his dream of becoming a world-renowned musician a reality. Patterson performs regularly with his band iRONik in support of his album, *The Best Kept Secret II*, which is anticipated to have a large demand for downloads on iTunes and units sold in stores upon it’s release.

For further information, please contact  
(877) 850-8165 / [info@ronpatterson.com](mailto:info@ronpatterson.com)  
[www.ronpatterson.com](http://www.ronpatterson.com)

## RON PATTERSON PERFORMANCE RESUME

| <b>Venue</b>                                      | <b>City</b>        |
|---|--------------------|
| <i>Pearl/formerly Dorsia's</i> (w/Brian McKnight) | West Hollywood, CA |
| <i>Pearl/formerly Dorsia's</i> (w/Chico Debarge)  | West Hollywood, CA |
| <i>Pearl/formerly Dorsia's</i> (w/Blu Cantrell)   | West Hollywood, CA |
| <i>Pearl/formerly Dorsia's</i> (Deborah Cox)      | West Hollywood, CA |
| <i>Pearl/formerly Dorsia's</i> (w/Loose Ends)     | West Hollywood, CA |
| <i>Sunset Room</i> (w/Anthony Hamilton)           | Hollywood, CA      |
| <i>Sunset Room</i> (w/KC of Jodeci)               | Hollywood, CA      |
| <i>White Lotus</i> (w/Carl Thomas)                | Hollywood, CA      |
| <i>King King</i> (w/Latoya Williams)              | Hollywood, CA      |
| <i>Conga Room</i> (w/Thicke)                      | Los Angeles, CA    |
| <i>Conga Room</i> (w/Dave Holister)               | Los Angeles, CA    |
| <i>The Joint</i>                                  | Los Angeles, CA    |
| <i>Club Lingerie</i>                              | Hollywood, CA      |
| <i>Long Beach State University</i>                | Long Beach, CA     |
| <i>University of California at Berkeley</i>       | Berkeley, CA       |
| <i>Long Beach Pyramid</i> (NBA Summer Pro League) | Long Beach, CA     |
| <i>Velvet Jones</i>                               | Santa Barbara, CA  |
| <i>Temple Bar</i>                                 | Santa Monica, CA   |
| <i>The Gig</i>                                    | Hollywood, CA      |
| <i>BB Kings Blues Club</i>                        | Universal City, CA |
| <i>Cabanna Club</i>                               | Hollywood, CA      |

# RON PATTERSON...

## *The Best Kept Secret*



"Ron is a gifted soul singer and an excellent songwriter who has the ability to make hits. Don't sleep on Ron Patterson!"

- Ben Gordon, Artist & Repertoire



"He is one of the best unknown artists that I've heard in a long time."

- DJ Alcatraz



"I don't think I've met anyone more motivated than Ron Patterson to make it in this business. I've worked with a lot of stars and I'd rather put him on stage than a lot of them."

- DJ Omar



"Best of all is 'Take You Home...' also 'Moonlight,' the danceable D'Angelo-esque groove 'Somethin,' the sexy strip club bound 'Take Em Off,' and the 'Spanish-tinged 'Close To You.'"



"Ron Patterson is an artist who puts his money where his mouth is. I have nothing but respect for artists who are willing to get up everyday and try to do something with their careers and not try and find everyone else to do it for them. Ron understands that he must lead the way to make his career a success."

- Ian Faith, President/CEO



"If you are tired of seeing singers that can't entertain and entertainers who can't sing... you only have to look in your backyard for a new voice on the musical scene... edgy, intense, purposely brazen...trademarks of Patterson's style."



"Ron is the goods. He's figured out how to bring songs to the stage that people tune into. We all want to bob our heads to a cool beat and melody and Ron also makes us want to know what the next line in the song is."

- John Hensley



"Ron is a very dynamic and inspirational songwriter and artist. His music has something for everyone."

- James Leech, Writer/Publisher Relations

FOR IMMEDIATE RELEASE

**INDIE ARTIST RON PATTERSON TAKING CHARGE &  
DRIVING CAREER WITH iTunes & DVD RELEASE**

***The Best Kept Secret* Receiving World-wide Downloads on iTunes**

**Ron Patterson's sequel album *The Best Kept Secret II* coming to iTunes 2007**

An active album on iTunes, a feature on a national DVD release and gigs opening for Brian McKnight and Carl Thomas are impressive accomplishments. Most artists who have done these things have a major label with a big budget backing them. However, hip-hop/R&B/soul artist Ron Patterson has independently accomplished this using hard work and determination.

“The way I see it...I have to be my own label since I'm not signed,” Patterson says. “I want people to know my name and that takes a lot of work. I'm not going to just sit around and wait for someone to come along and do it for me. This is my career. This is my life, and I want to make things happen.”

Patterson's take-charge approach has proven successful because he has forged significant relationships with executives in every arena of the music industry. One such relationship allowed him to secure a spot on iTunes for his debut solo album, *The Best Kept Secret*. “I view iTunes as my distributor,” Patterson said. “iTunes is such an important tool for me as an independent artist. Especially considering that MP3s are the future of the music industry.” Global Creative Group President & CEO Ian Faith believes in Patterson's vision. “There are a lot of independent artists on iTunes who are not selling,” Faith said. “Ron is getting decent downloads world wide, not just in the US. He's succeeding because he's willing to get out there and make it happen.”

In addition to his progress on iTunes, Patterson is one of only two artists whose music is featured on *Platinum Honeys of Hip-Hop Volume 3*. The DVD, released in May, is part of the number one selling party visuals series. It is viewed in more than 3000 clubs around the world. *Platinum Honeys*, available on Amazon.com, displays shadow figures of female hip-hop dancers moving to the tunes of Ron Patterson and Sons of Funk. The DVD's running time is 75 minutes.

Ron Patterson has been performing for 10 years, beginning his music career at a young age as lead singer of the Fly Guys. He began to pursue his solo career after graduating from college and completing his debut solo album, *The Best Kept Secret*. Patterson and his band iRONik perform regularly. For dates, bio and photos visit [www.ronpatterson.com](http://www.ronpatterson.com).

For further information, please contact  
(877) 850-8165 / [info@ronpatterson.com](mailto:info@ronpatterson.com)

FOR IMMEDIATE RELEASE

**RON PATTERSON REVEALS HIS**  
**BEST KEPT SECRET WITH DEBUT ALBUM**

**\*FULL-LENGTH RELEASE NOW AVAILABLE ON iTUNES\***

*“Patterson showcases what one might call R&B with Western Hip Hop roots... the rhythms of the album feature a mélange of musical influences from the Latin guitar to syncopated tech sounds...” - L.A. Splash Magazine*

LOS ANGELES, CA – Hip-Hop/Soul/R&B singer-songwriter Ron Patterson is letting everyone in on his secret with the release of his debut solo album *The Best Kept Secret*, available exclusively on iTunes. Having shared stages with Brian McKnight, Carl Thomas, Dave Hollister, Deborah Cox, Chico DeBarge, Nina Sky, Aaron Hall and Thicke, Patterson has demonstrated his mainstream potential. This album gives a wider audience the opportunity to discover his talent.

*The Best Kept Secret*, Produced by Don “DERT” Baker (KRS One) and Lamont “BIRD” Holdby (The Ruff Ryders, Trech), features 16 original songs written by Patterson and a remake of the 80s classic “Take Your Time (Do it right)” by the SOS Band. His music successfully merges hip-hop beats with R&B/soul vocals, insightful lyrics and diverse arrangements.

For Patterson, creating *The Best Kept Secret* was a four-year process and reflects his growth as a person and artist during that time. “While studying in college at UC Berkeley, I would love to go home to L.A. and record ideas that were cooped up inside of me waiting to be released,” Patterson said.

Other tracks on the album include the high energy club song “I Like It Like That,” the humorous “Take You Home,” which jokes about the uncomfortable situation of being romantically pursued by someone when you are actually interested in their friend, and the sentimental “Moonlight,” written in memory of late R&B songstress Aaliyah, for which Patterson received a prestigious *Billboard* World Song Contest award.

The 28-year-old began his career in music at age 11 as the lead vocalist of hip-hop/soul group the Fly Guys. The group gained notable success on national tours, television and publications. After studying at Berkeley, Patterson began to pursue his solo career with full force in order to make his dream of becoming a world-renowned musician a reality. Patterson performs regularly with his band iRONik in support of his album, *The Best Kept Secret*, which has received more than 400 downloads to date on iTunes.

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