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## **HIP HOP OFFICIAL AND GUERILLA UNION BRING BACK INDEPENDENT HIP HOP FESTIVAL, PAID DUES, TO CALIFORNIA AND OTHER MARKETS**

*GoTV Networks' Premium Hip Hop Channel Brings Back Coverage of PAID DUES*



Sherman Oaks, CA – February 29, 2008 – For the second year in a row, Hip Hop Official teams up with Guerilla Union to bring the independent hip hop festival PAID DUES for broadcast on the original show “Guerilla Union on Hip Hop Official.”

Following the success of last year’s PAID DUES festival in Southern California and national tour last summer, promoters MURS in association with Guerilla Union (Rock The Bells, Cypress Hill Smoke Out) have announced the event will return to the NOS Events Center in San Bernardino, CA on Saturday, March 22. PAID DUES supports a fan base of a vibrant scene of underground hip-hop artists all on one platform. Its tradition of showcasing the best in independent rap continues as the line-up takes shape with: such favorites as Jedi Mind Tricks, Dilated Peoples, Hieroglyphics, Kool Keith, the Boot Camp Clik and so many more. If it’s hip hop, Hip Hop Official is there!

PAID DUES, often considered “a conscious hip-hop love-in,” supports by this genre of music that is largely shunned by the mainstream media. Here, advanced lyricism, stinging political commentary and quality DJ performances flourish in a seemingly parallel universe. In 2006, the first PAID DUES festival sold out with over 5,000 concert goers packing the Shrine Expo Center in Los Angeles. And now, in its third year, the essence of hip hop will be brought to attendees, as well as mobile users via Hip Hop Official’s original show, “GU on HHO.”

“The idea of bringing a live festival with multiple artists directly to one’s mobile device is amazing,” says Daniel Tibbets, Executive Vice President and Studio Chief of GoTV Networks, Inc. “It’s great to see niche programming find the shortest distance from the artists, to the fans – anywhere, anytime.”

[www.HipHopOfficial.net](http://www.HipHopOfficial.net)  
Text HHO to 44688 for more information

[About Hip Hop Official](#)

If you're into hip-hop, GoTV's Hip Hop Official is your daily mobile source for hip-hop music and lifestyle. Hip Hop Official delivers on-demand, up-to-the-minute features, including exclusive artist interviews and performances with today's hottest hip-hop artists, old school favorites and the ones about to break. With Hip Hop Official, you get breaking news and reviews as well as the latest in fashion, gadgets, games, movies, music, and lifestyle -- delivered straight to your phone. Whether it's discovering new artists or finding out what's hot on the charts - if it's hip-hop, it's here.

### About GoTV Networks

GoTV Networks ([www.gotvnetworks.com](http://www.gotvnetworks.com) / [www.4gotv.com](http://www.4gotv.com)) is the first and largest mobile media network. GoTV produces content and develops technology for mobile and broadband platforms. GoTV's extensive carrier and online distribution, mobile technology experts and team of Emmy® award-winning producers deliver a wide array of original and 3rd party branded programming that connects consumers to what interests them the most across mobile and broadband platforms. GoTV's content library is accessible at multiple video websites, portals and via a broad range of wireless devices via monthly subscriptions through Alltel, AT&T, Boost Mobile, Helio, Sprint Nextel and Verizon Wireless. The company is headquartered in Sherman Oaks, California with regional sales offices in Seattle, Kansas City and Atlanta.