

FOR IMMEDIATE RELEASE
JANUARY 13, 2017



Il Tone “New Direction: My World Overcometh”;

THE MEMPHIS-BASED MC IS BACK
WITH A HIGHLY ANTICIPATED ALBUM;

HIGHLIGHTS INCLUDE “DIFFERENT”, “MOMMA”, “CRIMINAL MIND” AND “TAKE AH
PUFF”;

AVAILABLE AT LAST ON FRIDAY, JANUARY 13TH



Black Rain Entertainment recording artist’s Il Tone has announced the release of his eagerly awaited album, “New Direction: My World Overcometh.” The collection, which follows the Memphis-based MC’s acclaimed “Heaven Sent Sent Hell Bound,” will be available at all digital retailers starting today including iTunes (<https://itunes.apple.com/us/album/new-direction-my-world-overcometh/id1161419664>).

Hailing from South Memphis, the “King of Magnolia,” has an extensive catalog of work including features with platinum recording artist Chamillionaire, Lord Infamous, Young Bleed etc.

In 2007 II Tone collaborated with with long time friend, the late Lord Infamous (a founding member of Three 6 Mafia) recording and establishing Black Rain Entertainment, the imprint under which they would release several joint ventures and compilations.

He’s a native son, telling the raw and gritty tales of the streets into a narrative that rides melodic, soulful and sometimes haunting beats synonymous with the classic “Memphis” sound. His storytelling is another piece of the puzzle that fits together with his work ethic, embodying two words that are popularly used to describe Memphis, “hustle” and “grind.”

For more, please see www.officialblackrainent.com, www.twitter.com/iitone, and www.youtube.com/user/blackraintv.

(TRACK LISTING + PRODUCTION CREDITS ATTACHED)

II TONE
“New Direction: My World Overcometh”
(Black Rain Entertainment)
Release Date: JANUARY 13th

TRACK LISTING + PRODUCTION CREDITS

1. Different
Produced by Jak Danielz

2. Criminal Mind
Produced by St. Kittz

3. Cut Your Water Off
(Feat. Mac Montese and T-Rock)
Produced by Jak Danielz

4. Want Me Gone
(Feat. \$lim Money and Mac Montese)
Produced by Cutoffurmind

5. Ain't No Dope Like I Got
(Feat. Chilly Rankin)
Produced by Jak Danielz

6. Hell Yeah (Feat Mac Montese)
Produced by D.J. Cree

7. Top Back
Produced by Maniak

8. Can You Stand The Rain
Produced by St. Kittz

9. Take Ah Puff
(Feat. Mr. 4twenty and Mac Montese)
Produced by Jak Danielz

10. Hangin' In Da Hood
Produced by Cutoffurmind

11. Momma (Feat. Mac Montese)
Produced by Jak Danielz

12. Ridin' In Da Black Rain
Produced by Jak Danielz

13. Frosty
(Feat Mac Montese and Lord Infamous)
Produced by Cutoffurmind

14. New Directions
Produced by Cutoffurmind

15. What's Next
Produced by Jak Danielz

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