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JUNE 29, 2022

**MULTI-PLATINUM PRODUCER/ARTIST SONNY DIGITAL RELEASES “SINCE 91 (FEAT. $LUGG)”**

***MR. DIGITAL* PROJECT SLATED TO ARRIVE THIS SUMMER**

**FOLLOW UP TO “GUESS WHAT” (FEAT. SSGKOBE) AVAILABLE NOW** [**HERE**](https://sonnydigital.lnk.to/GuessWhatVid)

**OFFICIAL VISUAL PREMIERES TODAY** [**HERE**](https://sonnydigital.lnk.to/Since91Video)

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[*download artwork here*](https://warnermusicgroup.app.box.com/s/yir8gjbv17lzav9xbd8g1ymykxszjeec)

Multi-platinum producer/artist **Sonny Digital** has announced today’s release of “Since91 (feat. **$lugg**)” – now available [HERE](https://sonnydigital.lnk.to/SINCE91); an official visual is streaming now at YouTube [HERE](https://sonnydigital.lnk.to/Since91Video). This is the second single off his 2022 full-length debut EP *Mr. Digital* for Generation Now/Atlantic Records. The track also features blazing production from Da Honorable C.N.O.T.E. *(Future, Gucci Mane, Migos)*and Sonny Digital.

*“A couple of months ago at Astro Studios it was me, C.N.O.T.E., Mike Will came out earlier that day, $lugg… We were cooking it up and that was the last record we had done. I was there for 12 hours. I fell asleep in that mother\*\*\*\*\*! I woke up, C.N.O.T.E. laid these chords. I just got up started laying the drums to it, then $lugg come in he started recording, then I started laying my bars. It was on some like how long I been doing this sh\*\* for.  I know it’s saying my age but it’s showing how long I been doing this. It was a fun track. I rarely rap on any of my beats, so I always have fun when I do. I was inspired by hopping on my own sh\*\* to be honest.”* – SONNY DIGITAL

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The recently signed **Generation Now** artist is one of the leading producers in the game, a visionary force boasting a stacked CV that includes GRAMMY® Award-nominated, RIAA platinum certified, and chart-topping collaborations with superstars spanning Travis Scott, Meek Mill, Wiz Khalifa, Lil Uzi Vert, Ty Dolla $ign, Yung Thug, PnB Rock, Future, ILoveMakonnen, 21 Savage, 2 Chainz & Kanye West, Beyoncé, and many more.

In 2016, the Michigan-born, ATL-based artist released his first solo mixtape and quickly began drawing equal attention as a rapper in his own right, hailed by [The FADER](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fu7061146.ct.sendgrid.net%2Fwf%2Fclick%3Fupn%3DG62jSYfZdO-2F12d8lSllQB8DSX7c2IBZsmtRoGTFf9HdgcyYVtRArvtXeaoX1mDHgMB5zMuAXv4mQA1DXEMMzykOMuR9nyUji1m8cjO8Ms8mbKAmxSfhz-2BGv542nzYHV5iSsIAKsyUXqiqhrjsFoNmfjC7tByYvMNEPKAGu5Zr-2FKWfYtpJu4lmVgDZa-2BNKHjEY5o6kZBVkbX7FUN0pXZVZO7l-2FtNHFX31usouiFUPX6Ue4ARjO5iA-2B2A7UCBXqG3rZN6JixaAbVMhmoseU-2F8mHfdnhkaXRqi2OrpPoM5xaTrfHTbleM3WXAY1-2FdHtcWNhWvbuARdKuedneFGyyyq7Amp4E-2B4BOYUpaa0DZET9DX-2FwcVW-2BTnDU3VPa-2BUhxnR2cxaCog04-2BT3IjYrSft9wZ0GgWBguBB-2F-2BuzDFOauNzJDwo97v-2FU8Ie62vON134oGZI-2FTby-2F78VHvlQ-2BIr9d8MDW-2BCpm52v-2FKWwl44j1e5ET6Y-3D_aWDIlLU8GHIzAwNDuKucrPtCNLwqPFjWE-2BDzIeff5Zz2dRy91Lp-2BZUgooASXmz7ejFzmlYt1dgX0P5-2Fr8s95lds2zEgp9aT9WptdSmkKSQiComybBhF9652bQoHjTPGRnrf-2FC12rhU6zPZht3jFSYtQthIi1Ax-2FqYYnn1cAPSndiRnIpbdoQ9TYf3Y6o3dRoriaEtbHWMvcat3cqYi2hWEUsmPQLMMaSOA-2FDDHLUajX0DRn-2Bd1zxF-2BIatB-2FOZW8ZTA-2BKl2V0GAHCQqAqUveSEkU0ubKGkqkN-2Bs8JbFGQMdl5IrqYSx2iKZCACNCRzp7oVmkXIfKqcxXTejUQel1KsxKmRV0QVnvq5kYN-2F0yWiEk-3D&data=04%7C01%7CAlyssa.Reddish%40atlanticrecords.com%7C16b64fc707b442a3304908d88c116b6f%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637413353726033989%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=8xyFxQUewQWUJQ%2FcSU7wRfU8vb7f304QJMvanFJClmk%3D&reserved=0) for being “as good behind the mic as he is on the production boards.” With 10 years in the game, American music producer and artist Sonny Digital continues to prove he is a moving force in Hip-hop music. To date, he has produced numerous records and created a catalogue of timeless, solo and collaborative art. Sonny pushes his music to the masses while discovering and creating new sounds through his production and songwriting.

**MORE ABOUT SONNY DIGITAL**

Moving forward at a relentless pace, Sonny Digital unlocks one sound only to find another and so on and so forth. This perpetual forward motion has assured his place at the forefront of the culture as an innovator behind the board and on the mic. As a kid, Sonny taught himself how to craft music on his brother’s old school MPC as a hobby. Later on, he transitioned over to the family computer, downloading Fruity Loops and learning how to cook up beats. During 2011, he earned a breakthrough placement with YC’s gold-selling “Racks” [feat. Future]. This opened the floodgates for a series of influential anthems, including Future’s *Billboard* Hot 100 breakout “Same Damn Time,” 2 Chainz’s double-platinum “Birthday Song” [feat. Kanye West], ILoveMakonnen’s GRAMMY® Award-nominated platinum-certified “Tuesday” [feat. Drake], 21 Savage’s platinum-certified “Red Opps,” Travis Scott’s platinum-certified “STARGAZING,” and Don Toliver’s “After Party,” among dozens of others. In between a series of solo singles, he ignited his 2016 *G.O.A.T.* EP as well as *Black Goat* [2017] and *Black Goat 2* [2020] with Black Boe. *Lyrical Lemonade* hailed the latter as *“a dynamic, potent offering*.*”* Receiving further critical acclaim, *The FADER* mused, *“It’s almost not fair for Sonny Digital to be as good of a producer as he is and then be nice on the mic too*.*”* Not to mention, his audience burgeoned when he introduced the world-famous *“Club Digital”* on Clubhouse. However, the Atlanta rapper, producer, and force of nature continues to break ground on his 2022 full-length debut album for Generation Now/Atlantic Records ignited by the single “Guess What” [feat. SSGKobe].

**MORE ABOUT $LUGG**

Born at Grady Hospital in the heart of Atlanta, Georgia, rapper $lugg formed early and inseparable ties with the star-studded rappers and producers out of the Hip-Hop incubator known as Riverdale, Georgia. Backed by the powerhouse 808 MAFIA production team, including mega-producers Southside and Tm88, $lugg is destined to leave his own unique mark on the hip hop industry. The slick, vehement, and exposed sound of $lugg's music gives the listener a peek into his personal life. It celebrates the nucleus of Atlanta culture. The late night studio sessions, the weed smoke, the afterparties and strip club vibes. All of the critical elements on the periodic table of Atlanta culture compound to create an unmistakably

authentic hip-hop sound delivered through $lugg's music. Locally, $lugg has been influenced by southern natives including Hot Boys, Three 6 Mafia and Ludacris. Outside of the south, $lugg is inspired by the sounds of Kanye West and Dipset, amongst others. $lugg's vision is to become immortal through his music and entertainment. He is fueled by inspiring others and relating to his fans on a personal level. "I'm him, and he's me" $lugg says, referring to his fans.

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