FOR IMMEDIATE RELEASE

NOVEMBER 11, 2022

**FINESSE2TYMES CONTINUES MOMENTUM WITH THE RELEASE OF “SUMMO”**

***ACCOMPANIED BY AN OFFICIAL COMPANION VISUAL AVAILABLE NOW***

***OFFICIALLY ANNOUNCES NEW MIXTAPE, 90 DAYS***

***ARRIVES 12/2, AVAILABLE FOR PRE-ORDER NOW***

[**STREAM/DOWNLOAD**](https://Finesse2Tymes.lnk.to/Summo) **“SUMMO”**

[**WATCH/SHARE**](https://Finesse2Tymes.lnk.to/SummoVideo) **“SUMMO”**

[**PRE-ORDER**](https://Finesse2Tymes.lnk.to/90Days) ***90 DAYS***



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Today, Memphis rising star [Finesse2tymes](https://www.instagram.com/1finesse2tymes/), has officially announced his upcoming mixtape ***90 DAYS*** and released his latest single, “[**Summo**](https://Finesse2Tymes.lnk.to/Summo)**.**” The single is accompanied by an official [visual](https://Finesse2Tymes.lnk.to/SummoVideo) directed by Rodney Pinz and comes on the heels of last month’s “[Humble](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Ffinesse2tymes.lnk.to%2FHumble&data=05%7C01%7CChevon.DeShields%40atlanticrecords.com%7C565d0d204a1d45aa198008dac2d8c054%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C638036533439769206%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=7CIP8PT7Z57xS9V568qVREhIieH%2FTnwMtA78P%2BDfdbc%3D&reserved=0)” (**4M+** views). The mixtape, slated for a **December 2nd** release, is now available for pre-order.

**Download/stream:** [link](https://Finesse2Tymes.lnk.to/Summo)

**Watch/share:** [link](https://Finesse2Tymes.lnk.to/SummoVideo)(directed by Rodney Pinz)

**Pre-order *90 DAYS***: [link](https://Finesse2Tymes.lnk.to/90Days)

*90 DAYS* is representative of the pivotal 90 days since his release from prison earlier this summer and the belief that he’s manifested all of his current success. From dropping several singles that instantly skyrocketed to inking a deal with Mob Ties/Bread Gang/Atlantic Records around his 90th day of release. *“I’m talking about my life and my struggles and who I am today*,” he says of the project. “*I don’t rap about what I do, I rap about what I did.”* The mixtapes pre-order arrives with four additional instant gratification tracks including “[Back End](https://www.youtube.com/watch?v=Vzkr-G1QEh8),” “[Humble](http://youtube.com/watch?v=rlhglsvkVu0),” “[Get Even](https://www.youtube.com/watch?v=QYjXsdvhvYc),” and “[Black Visa](https://www.youtube.com/watch?v=QBLp8UUqPaE)” ft **Moneybagg Yo.**

Since coming home in July, he quickly solidified himself as one of the hottest hip-hop artists emerging from the South. So far he’s garnered over **40M** US streams and a combined **97M+** views on YouTube. His viral single “[**Back End**](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fyoutu.be%2FVzkr-G1QEh8&data=05%7C01%7CChevon.DeShields%40atlanticrecords.com%7C565d0d204a1d45aa198008dac2d8c054%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C638036533439769206%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=rFWN%2FbBQDIjzbBwOE0xgJ4NEvq45WIiL9XNogsUz4S4%3D&reserved=0)” (which sparked the “It’s A Problem When I Do It” popular TikTok trend) has accumulated over **23M** US audio streams and over **26M** views on YouTube alone. “Back End” has also peaked at **#8** on the top music videos on YouTube and has over **400K** creates on TikTok proving it to be a viral hit. Finesse also recently sat down with podcast Million Dollaz Worth of Game and delivered an explosive [freestyle](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3Dy5pFHT-hkzk&data=05%7C01%7CChevon.DeShields%40atlanticrecords.com%7C565d0d204a1d45aa198008dac2d8c054%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C638036533439769206%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=Gyq0AqI3qkdN3z1xJJBKLmXDhaC85isLPuMxat%2BgaIE%3D&reserved=0) that is now at over **750K** views.

# # #



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(**CREDIT**: JIMMY FONTAINE)

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**FINESSE2TYMES**

It took rapper Finesse2tymes just 90 days to remix his life, following five years in prison. The Memphis, Tennessee native (turned Houston resident) not only repaired broken relationships, but he inked a deal with Mob Ties/Atlantic Records and recorded arguably some of the best music in his career. The culmination of that time is his upcoming project *90 Days*. Finesse has weathered the storm, changed his stars, and is now geared for his place in the sun.

Born and raised on the East Side of Memphis, most of Finesse’s young adulthood was surrounded by the walls of a prison cell. His first prison stint happened at 14 and he was in and out of prison until his most recent release. At 21, he started formally making music, forming a collective called Memphis Greatest Underrated with several local artists including Blac Youngsta and Moneybagg Yo. The crew released a self-titled EP in 2019 while Finesse was serving his final stint in prison as the group disbanded. While away, Finesse perfected his craft, writing rhymes and plotting his next moves to ensure this prison sentence will be his last. He found a way to keep track of the major players in the industry who followed his music. Among them was Mob Ties Founder and CEO J Prince Jr., son of legendary Rap-A-Lot kingpin J. Prince, who later signed him. At the top of July 2022, Finesse left prison and boarded a private jet bound for Houston. The start of his new life had finally begun.

He dropped the menacing “Get Even” within the first week of his release, cracking the **26 million** mark in views on YouTube alone. He chased it with “Back End,” showcasing a more sophisticated style that still harbored his gruff delivery. He even mended fences with Moneybagg Yo, surprising fans everywhere with their collaborative “Black Visa” track and informally inaugurating his signing with Bagg’s Bread Gang. Few can comprehend Finesse’s hustle, yet it’s a combination of age, experience, understanding, and healing. Finesse2Tymes is plotting the release of *90 Days*, an autobiographical work that will run the gamut of his life and career. The work will undoubtedly secure Finesse’s place in rap stardom, though for him, his goal is even bigger than music; it’s to change lives.

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