QUICK FACTS:
- Debut Single Coming Soon
- Debut Album Late Summer / Early Fall 2010
- Signed to Jay Z's Roc Nation label
- Fayetteville, NC native
- Graduated Magna Cum Laude NY's St. John's University
- Jay Z The Blueprint III guest appearance “A Star Is Born”

HIGHLIGHTS TW:
- Source Cover hit blogs and subscription base
- Performed at DUB show Anaheim
- Power 106 LA Celeb BBall Game (1000 fans)
- KISV Bakersfield Visit
- Launched his Global Grind blog w/ T5 must haves in studio
- Performed at the U-N-I Album Release party
- SXSW announcements launched
- MTV2 Hip Hop Artist
- MTVU Ahead of the Curve
- Jay Z Tour, NC Guest performance blog post
- XXL Freshman Mixtape feature
- Lights Please digital single sold 12,000 TD

“A Star is Born” key blog pick-up:
- Smoking Section RealTalkNY
- BleuLife 2DopeBoyz
- YouHeardThatNew
- DefPen KillerHipHop
- HipHopGremlins HipHop-n-more

XXL mixtape key blog pick-up:
- Radio Planet Smoking Section
- 2DopeBoyz NahRight
- Its A Rap RapRadar
- I Am Not A Rapper I Spit
- URSWURVE Internet Goon
- Im Flashy

MTV:
- MTVU Ahead Of The Curve promo spots launch April for a full yr. on TV and online - J Cole feature launch date TBS
- MTV2 re-launching with a new look and image this summer – J Cole exclusive Hip Hop Artist featured
- MTV U & MTV2 SXSW Coverage

2010 ‘ONE TO WATCH’ COVERAGE:
- Spin Jan/Feb 2010 Issue “10 Artists To Watch in 2010”
- Billboard Faces to Watch - J Cole Top 10 Emerging Acts Likely to Make Noise in 2010
- ET Weekly - January 8 “New Stars For The New Year.”
- Black Book-Artist to Watch Now-January
- Billboard-Best Bets Issue - Jan 22
- XXL-The Freshman Issue (cover)—March
- Nylon-Two page “Radar” feature - Feb/March
- DJbooth.net Awards - J Cole “Breaking Through in 2010”
- YoRaps.com - J. Cole YO! Raps Artist to Watch in 2010
- The Source-Cover – Out Now
- Complex Feature Coming Soon

SXSW: 3/17-3/18
- Featured on 4 showcases in 2 days, MTV2/U Coverage
- Confirmed interviews:
  - Rubyhornet.com SPIN.com
  - FADER TV HipHopOfficial
  - TheSmokingSection URB.com
  - Shockhound Rhapsody
  - Billboard AOL

TOURING: (Confirmed)
- 3/17 &18 SXSW Music Conference
- 3/19 NC - Winston-Salem
- 3/20 OH - Ohio Univ
- 3/30 Hot 97 “Who’s Next” Showcase – SOB’s NYC
- 4/1 VA -Hampton Univ
- 4/10 VA -Longwood Univ
- 4/17 Garden City NY, Adelphi (open Snoop Dogg)
- 4/24 NY -St. John’s Univ
- 4/29 CA - Southern CA State
- 4/30 NJ - Rutgers Univ

2009 HIGHLIGHTS:
- Mixtape The Warm Up critically acclaimed
- “Lights Please” received key Mixshow play
- College Radio: “Lights Please” Rapattacklives.com #1 most added/peak #2; Record Breakers #4 most added/ peak #3
- Jay Z Blueprint III College Tour support in PA, KY, Seattle, Ypsilanti, MI, Cleveland, Providence, Amherst, Balt, Columbus, Fresno, LA, Austin, Champaign IL, Nashville
- “Grown Simba” video featured at MTVU’s 2009 Woody Awards
- Jimmy Jazz “Fresh for Fall” feature at 80+ stores and online at JimmyJazz.com in NY, NJ, GA, FL, IL, IN, MD, MI, OH, PA, VA, SC, NC

Google Analytics Week of 3/1-3/7 vs. 2/22-2/28
- Page Views and Visits Site traffic slightly down, w/ 9,976 visits (-11%); 24,594 page views (-8%). Pages viewed per visit increased (+3%). Day to day site traffic fairly static.
- Bounce Rate: Decrease from 49.43% to 45.99%.
- Regional Trending: T 3 US markets: NY, CA, NC. T10 markets w/ increases include NY and VA
- US traffic accounted for 85% of overall tw, Top Int’l markets Canada, UK, Germany.
- Time on Site: Stable at 02:27.
- Content Trending Main website is most popular page, attracting 45% of pg views.
- Loyalty New visits (64%) vs. returning (36%).
- Traffic Sources: Primary: Search Engines & Direct Entry (79%), followed by Referral sites (21%).
- Top referral sites: Twitter, Facebook, MySpace, Wikipedia, & Youtube