Austin’s DJ D-Lite has officially joined Much Luvv Records’ ever changing and potent roster.

In the tradition of Green Lantern’s (previous) relationship with Shady Records and DJ Khaled’s Terror Squad camp membership, D-Lite will be Much Luvv Records’ official DJ. He will be responsible for leaking/launching exclusive music, providing and hosting mixtape and compilation projects, as well as being a turntablist for stage performances by ML artists.

Damon "DJ D-Lite" O'Brien is the well-known host of Holy Culture Radio’s 3rd Coast Fiyah Internet mixshow and podcast. Reading his list of work interests and accomplishments is exhausting.

Highlights include:

* President of the Austin Holy Hip Hop Alliance
* Recently announced Program Director for all of HCR.fm
* Recipient of the 2006 THHHAA "Internet Radio Show/Vanguard Award"
* Recipient of the 2005 THHHAA “DJ of the Year Award”
* Voted Best Radio DJ of 2006 on Rapzilla.com
* Architect of the 3CF Heatwave mixtape series
* Singer and minister of the gospel
* Husband and father of three

“With the addition of DJ D-Lite to the Much Luvv Team, we are capable of doing more for our fans,” Much Luvv President and CEO Tre9 said. “Sometimes we disappear for a while and leave people wondering when we are going to release a new album or what will be our next big move. Now we have the ability to communicate with our support base because D-Lite will be that voice on our behalf.”

D-Lite said, “Tre9 has been instrumental in much of my success as a DJ so it's only fitting that I give back to the Much Luvv Fam. I'm trusting that this relationship will be beneficial to both of

us.”