**Shady Films and WatchLOUD.com Release Biggest Rap Battle in History, *Total Slaughter,* to Audiences Worldwide via Vimeo On Demand**

NEW YORK (August 26, 2014) – Electus Digital today announced the global release of this summer’s historical battle rap event, *Total Slaughter*, powered by Vimeo On Demand. Available for the first time to audiences worldwide on [TotalSlaughter.tv](http://www.totalslaughter.tv), the event, which was held in July at Hammerstein Ballroom in NYC, features some of the hottest MCs in the country as they compete on the biggest stage in the history of battle rap. As part of today’s release, fans can watch the 180-min individual feature event for a $5.99 stream or $12.99 download. Fans also have the option to purchase as a bundle with related programming, *Road to Total Slaughter* and *Bright Lights* for a $7.99 stream or $14.99 download.

Co-produced by Eminem’s Shady Films and Electus Digital’s WatchLOUD.com, *Total Slaughter* is the inaugural live event for the rap battle league Total Slaughter, which was launched earlier this year by Shady Films and Shady Records super-group, Slaughterhouse. A combination of television-quality production techniques with the world's best battlers, *Total Slaughter* delivers three hours of intense, raw performances at the highest level of battle rap. The main event includes a monumental rematch between Loaded Lux and Murda Mook, a face-off between Hollow Da Don and Shady Records’ own platinum-selling artist Joe Budden, and two undercard battles.

"It is a pleasure to team with Vimeo as we continue to build traction for Total Slaughter and expose battle rap to new audiences," says Montrel McKay, Executive Director of Development at Electus. "This opportunity to bring the complete package of Total Slaughter content to Vimeo's worldwide community is a testament to the possibilities for the sport."

The additional content provides viewers with an unfiltered and authentic look at the battle rap scene to complement to the *Total Slaughter* main event. ***Road to Total Slaughter*** is the must-watch four-part competition reality series that determined the undercard battlers for *Total Slaughter*, as judged by Slaughterhouse members Joe Budden, Crooked I, Joell Ortiz and Royce da 5’ 9”. The series was filmed earlier this year in Brooklyn and originally aired on Fuse in the lead-up to the main event.

Narrated by Royce da 5’9”, ***Bright Lights*** follows all four *Total Slaughter* headliners—Joe Budden, Hollow Da Don, Loaded Lux and Murda Mook—as they prepare to face their opponents at the main event and provides battle histories of each contender.

“Battle rap is a category that’s starting to get a lot of traction on Vimeo and we’re excited to be partnering with Electus Digital and Shady Films to power the digital release of *Total Slaughter*,” said Sam Toles, Vice President Content Acquisition and Business Development, Vimeo. “Through our global platform, we’re able to take this historical battle from the main stage at Hammerstein Ballroom into the homes of millions around the world with Vimeo On Demand.”

**Trailer Embed Code:** <iframe src="//player.vimeo.com/video/104053266" width="640" height="360" frameborder="0" webkitallowfullscreen mozallowfullscreen allowfullscreen></iframe>

**About Vimeo On Demand**

Launched in 2013, Vimeo On Demand is an open self-distribution platform that enables creators to sell work on their own terms to audiences worldwide. Through Vimeo, creators are able to choose their price, viewing format (stream or download), and geographical availability while retaining full ownership of their work. Vimeo also offers in-player transaction support, allowing creators to sell their work on their own sites or embedded across the web.

Audiences worldwide can discover a broad range of content on Vimeo On Demand, from beautifully shot independent films to instructional how-to videos. Vimeo curates the pages to showcase the amazing breadth of content worth watching from the world’s leading creators. Once purchased, the films are available for viewing immediately through Vimeo on the desktop, tablet, phone or smart TV.

**About Electus Digital**

Electus is the first integrated multimedia entertainment studio to unite producers, creators, advertisers and distributors under one roof and produce all forms of content for distribution across a variety of platforms around the world, including: broadcast, cable, digital, OTT and various emerging technologies. The company connects advertisers, distributors and content creators early on in the development process, enabling marketers and advertisers to be true partners in campaigns and content creation. Electus Digital, the digital creative and distribution arm of Electus, specializes in creating entertaining content for digital, TV, and film platforms across comedy, music, gaming, food and urban lifestyle categories, and provides full-service branded and third party creative production services. It is comprised of website properties CollegeHumor.com, Dorkly.com and WatchLOUD.com; YouTube Channels WatchLOUD, Nuevon and Hungry; and production companies Big Breakfast and dumbdumb. Electus is an operating business of IAC [NASDAQ: IACI]. For more information on Electus Digital, visit www.electus.com/digital

**Press Contacts:**

Jaime Ellyn Marsanico, Electus Digital: 212.524.8781 / jaime.marsanico@electus.com

Jessica Casano-Antonellis, Vimeo: 212.524.7164 / jessica@vimeo.com