

Subject: Tuff Gong International Teams With TapeDeck Ahead of September Android Rollout

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Tuff Gong International Teams With TapeDeck Ahead of its Android Rollout

**New music-first platform is an opportunity for new
audience discovery with additional streaming revenue**

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For Immediate Release: (Kingston, Jamaica) September 1, 2026 -

Tuff Gong International is expanding the opportunities available to its distribution clients through a new agreement with TapeDeck, the music-first platform founded by musician and technology executive Tim Quirk, as TapeDeck prepares for its Jamaica launch and Android rollout beginning in September.

For more than four decades, Tuff Gong International's distribution arm has helped Jamaican and independent music creators reach global audiences while maintaining ownership of their work. From pressing and wholesaling vinyl internationally in the 80s to its current digital distribution services, the company founded by Bob and Rita Marley has continued to evolve with the way music is distributed and discovered.

Tuff Gong and TapeDeck sealed the deal in June, when the platform was still available exclusively on Apple iPhones. Since then, Tuff Gong has steadily introduced both catalog and new releases to the platform, including music from Queen Ifrica, Chaka Demus, DJ GQ, Sharon Marley and Sheldon

Shepherd, along with early catalog recordings from Soul-Rebel Marley and Skip Marley.

Tapedeck offers a different approach to music discovery. Rather than a subscription pool, listeners purchase credits and spend them on the music they choose. Rights holders receive 80% of every dollar spent on music, with a penny per play as the platform's floor rather than its ceiling. Rights holders can also set their own prices, while fans can tip the creators they want to support.

"Tuff Gong has always been about creating opportunities for Jamaican music and independent creators to reach the world. Tapedeck is giving Jamaican artists and labels a seat at the table while the platform is still growing. We can use it, learn from it and give honest feedback about what independent creators need. If we can help shape something that creates opportunities for Jamaican creatives, those same ideas can ultimately benefit independent artists everywhere." - Cedella Marley, CEO of Tuff Gong International.

Tapedeck's engagement with Jamaica has already extended beyond building its music library. The company was a major sponsor of the Rita Marley 80th birthday concerts and waived its distribution fee for Islandyard Productions' ONE JAMAICA project, allowing 100 percent of proceeds generated through the initiative to support Hurricane Melissa rebuilding efforts.

In September, Tapedeck and Tuff Gong will present a free in-person workshop for Jamaican artists and labels, introducing creators to the platform and practical ways to incorporate it into new-release campaigns, catalog strategy and fan engagement.

Tim Quirk, founder and CEO of Tapedeck, expressed his enthusiasm. *"I'm thrilled to be partnering with such a renowned and legendary reggae label. Tuff Gong's catalog is compelling and filled with incredible music, but what excites me just as much is that we share the same core belief: artists deserve support in achieving both their artistic vision and commercial success, not one at the expense of the other."*

As it prepares to launch in Jamaica, Tapedeck is actively seeking to connect with more Jamaican labels and rights holders through direct licensing and third-party distributors.

For Tuff Gong International, the Tapedeck alliance continues its longstanding approach of identifying new pathways that can benefit its label clients while ensuring Jamaican music is well-positioned in the evolving global marketplace.

About Tapedeck:

Tapedeck is a pay-as-you-go music streaming and download service from Zedge that lets artists and rights holders set their own prices, with a penny-per-play floor and no ceiling. There are no subscription fees; fans pay only for what they play and can always choose to pay artists more. Tapedeck pays licensors 80% of all fan spending. The service launched on iOS in the U.S. in 2025, with broader platform and international availability rolling out this month.

About Tuff Gong International:

Founded by cultural icon Bob Marley, Tuff Gong International is the legendary home of reggae music. The Jamaican born singer/songwriter's life and music made a global impact that continues to influence pop culture to this day. Built under the stewardship of Rita Marley, Tuff Gong's Kingston headquarters reflects their joint vision to use music as an instrument of inspiration and empowerment. The landmark compound includes a recording studio, music production, and distribution offices as well as the lone vinyl record pressing plant in the region. In addition to the flagship property at 220 Marcus Garvey Drive in Jamaica, Tuff Gong has now expanded its multimedia footprint to include Tuff Gong TV and a suite of channels on SiriusXM (Tuff Gong Radio, Tuff Soca, and Tuff Beats).

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