

A portrait of Safaree Samuels, a Black man with a goatee, wearing a dark jacket and a watch, resting his chin on his hand. The image is overlaid with a semi-transparent orange filter. The name 'SAFAREE' is written in white capital letters on a dark blue rectangular background at the bottom left.

SAFAREE



ARTIST
A & R
EXECUTIVE PRODUCER

OVER 75 MILLION SOLD

PINK FRIDAY LEGACY

THE PINK PRINT

BIO

Safaree “SB” Samuels is a lyrical virtuoso that treats each bar as a journey. His sound is a rich kaleidoscope blending of true Hip-Hop, Reggae and Dance Hall fusion that has mass appeal. Hailing from Flatbush, Brooklyn SB is no stranger to superstardom as he was the driving force behind the biggest female artist in the hip-hop industry and has attributed to the platinum album successes of the “Pink Friday” legacy and “The Pinkprint.”

Safaree, a true musical visionary has created a new lane for himself with the release of his EP, **“It Is What It Is”** followed by **“It Is What It Is Vol. II”** and most recently, **“Real Yard Vibes Vol. I.”** SB’s stunt culture sound (documented in his web series “All We Do Is Stunt”) broadcasts loud and clear on his projects.

The child of Rastafarian parents, Safaree grew up between Hanover, Jamaica and Flatbush, Brooklyn with his mother, father and two sisters. His father also owned one of the biggest sound systems in Jamaica called Love Injection. Safaree always strived for the best growing up being raised with great West Indian morals and culture. He learned the value of hard work and locked his first job at fourteen, and would hold one every year after that during his teens. And when he wasn’t working, music was the name of the game—listening to hip-hop favorites like Busta Rhymes, Ludacris, and Lil Wayne, plus the hot reggae artist of the moment; painstakingly rewinding verses that caught his ear to write down the lyrics in order to fully learn them.

Safaree’s strong will in his early years would prove to be a testimony when he took a chance and believed in himself. He sold his bike for seven hundred dollars so he could make a move to Atlanta in order to grind out a foothold in the industry that changed his life forever.

His drive continues to this day and defines him as an artist and personality on his own terms. Character, persona, and intimacy of fan access comprise the contemporary currency for any artist, and Safaree—through singles and videos connect daily to his dedicated social media following.

SB’s new journey is an opportunity for him to finally present a picture of 360 degrees. The moment, in his words, for people to say, “Now I get it.” And today, having come through his ups and downs, Safaree Samuels can see new heights as a well-rounded artist, entrepreneur, and man.

APPEARANCES




ENDORSEMENTS



Presented by

☰ **VH1** SHOWS ...



WEB EXCLUSIVES

Safaree Joins *Love & Hip Hop Hollywood* To Prove He's More Than

SUMMER 2016

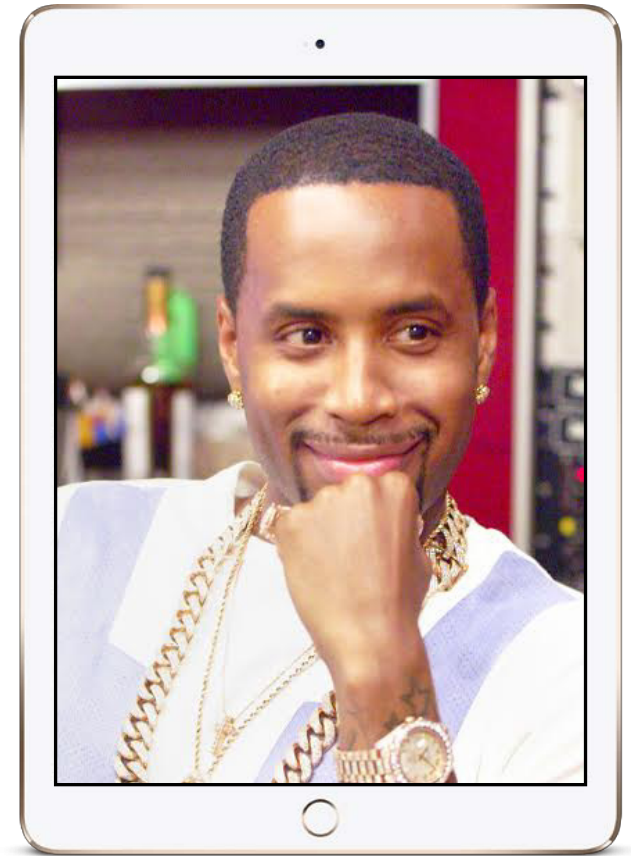
Safaree's appearance on Wild 'N Out, was one of the franchise's highest rated episodes ever.



Safaree participated with AMP Energy (Pepsico) and Capcom.



Safaree's, special guest appearance on VH1's "K. Michelle's My Life," grossed as one of the series highest rated episodes.



billboard

THE BREAKFAST CLUB

NEW YORK POST

COMPLEX

PRESS.

THE SOURCE

GLOBALGRIND



BOSSIP

VIBE

VH1

REVOLT



HIPHOP DX

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B'klyn rap star joins 'Hip Hop: Hollywood' cast

nonsense," he says. "It's so crazy how much a thousand dollars can do in Jamaica. I was so impulsive. I would call my jeweler and buy a chain for \$125,000 and then go to a motorcycle dealership and buy four different bikes because I didn't know which one to get. Spend \$50,000 on all four motorcycles and then spend more to get them customized."

But it took one single moment for Samuels to realize he was spending money due to feeling empty.

"The thing that made me realize I was doing too much was when I was sitting in a \$10 million dollar house and I was in the garage and I saw the bikes and the car and I still

was not happy," he says. "It was like I was spending all of that money to fill a void and I didn't know why. I quickly learned that money does not bring happiness."

That realization means that Samuels acts differently when he comes back home.

"When I'm in Brooklyn... I have to be more careful. People are jealous and expect a lot more from me," he says. "People look at me and... think I'm way above what I really am, and they expect a lot. I have to tell them, 'Look I'm still grinding.' You have to go out there and get it yourself the same way I'm doing."

And regarding his famous ex-girlfriend Minaj, Samuels says he's "tired of talking" about her. "Before, people would see me and say, 'Oh, that's that dude with her.' But now when people see me they say, 'That's Safaree.' So what I'm doing is working."

Safaree Samuels, who dated Nicki Minaj, was born in Brooklyn. He previously appeared on VH1's "K. Michelle: My Life."

INQUIRY 'MINI'

"Criminal Minds' s
Gibson (above) wa
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DAVID CARUSO
The steely, fair-
skinned **CSI: Miami** star
must wear his
trademark black
shades in every
other scene if he rep

WILLIAM PETERSEN
The enigmatic
CSI star
knows how
to launch a
franchise—and
can probably
rescue this one.

JESSE L. MARTIN
CBS could solve
its casting
diversity
problem by
giving Gibson's
part to this **'Law
& Order'** vet—
he knows his w
scene.

JIMMY SMITS
The **'NYPD
Blue'** star
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Safaree Samuels on Joining 'Love & Hip Hop: Hollywood,' His New EP & Ghostwriting



Safaree Samuels wants a clean slate. For over a decade, the Brooklyn-born rapper has been most known as the ex-boyfriend of pop superstar [Nicki Minaj](#). These days, though, the man they call Scaff Beezy is steadily finding his musical footing on his own merits with the release of his *Real Yard Vibes Pt. 1* EP and loosies like "Can't Lie" and "Panda Freestyle."

Surprisingly, his sound is more reggae-leaning than the hit songs he's contributed to. "It's pretty much a mixture of rap and reggae but on some hip-hop beats and old-school reggae riddims," the 34 year old tells *Billboard*.

Some artists have maintained a hands-off approach to working with him considering his public split, but his most notable co-sign occurred last month at Reggae Sumfest 2016. "Bounty Killer bringing me on stage at Reggae Sumfest? That's huge," he says of his "Bad Ting" cohort and the man he deems the greatest of all time. "What I did with Bounty Killer at Sumfest is equivalent to [Jay Z](#) performing at the Yankee Stadium and he [brings me out]."

Though growing up in the home of [Biggie](#), the MC keeps artists like [Beenie Man](#) and [Ninjaman](#) in heavy rotation, which directly informs his music. On his latest project, he covers reggae classics he once listened to as a young SB and even reached out to the original artists for features. "I got a song called 'Garden 2016' featuring [Alozade](#) and [Chico](#)," he shares.

On the music front, he seems focused, and in an attempt to continue building his own buzz, the motorcycle junkie has joined VH1's *Love & Hip Hop: Hollywood*. "[Being a part of] the *Love & Hip Hop* franchise is something I've had the opportunity to do for years, but I wanted to get myself established a little more as an artist," he says. "Now I'm doing my own thing and just adding [*Love & Hip-Hop*] to my platform to help."

Like it or not, reality TV is a genuine measure of star power (and likeability) in today's world. Stepping into the critical reality TV spotlight can frighten any small screen rookie but when you've braved the e-torture of a million Barbz, you learn to handle backlash like a veteran. "I've already dealt with it on a level of a superstar, crazy people and fans that come at me talking crazy talk," he says. "I'm pretty numb to that kinda stuff."

Here, he spills about working with [Ky-Mani Marley](#), [Ray J](#)'s helpful advice and his thoughts on West Indian sounds going mainstream. *Love & Hip Hop Hollywood* debuts Monday, Aug. 15 on VH1.

Talk about the new music.

I'm working on a new EP right now, and I recorded a song with [Ky-Mani Marley](#). Super excited about that. I love [Bob Marley](#), so being in the studio with [Ky-Mani Marley](#) [[Bob Marley](#)'s son] was insane. It was a surreal experience. My DJ was speaking to his people, and he wanted to chop it up with me. I couldn't even believe I was on the phone with him. He was just giving me respect, saying he's seeing how long I've been doing my thing. He's into motorcycles, too and people who ride motorcycles is like a secret brotherhood. I would compare it to like rappers in the business, but there's not unity in the music business.

How so?

To an extent of course. If someone can benefit from you, then there's unity. If not, no. Everyone's in their own circles.

Are you worried about the negative backlash from joining *Love & Hip Hop: Hollywood*?

No, because I don't see it being any different from the things that I've had to deal with in the past two years as far as having to deal with negativity and hate that comes toward me. I hear it but I don't let it affect me. In the beginning, that stuff used to bother me, I'm not gonna lie. It takes awhile to build up your immune system, I would say, for this type of backlash. Every single person has an opinion about you. But at the same time, if they ain't talking about you, you're not doing something right, so I must be doing something right. I feel like that set me up for this.

How did you decide to join the *LHHH* cast?

It's a great platform when you use it the right way. I'm not gonna be on TV, arguing -- none of that craziness. There's some people who are on it and they don't have an end goal. When this is said and done, I'm going to capitalize on it. I wanna push myself as a brand -- modeling, acting, fitness, clothing. I have a coconut oil that's made and produced in India. I'm waiting for the show to really start pushing that. Millions of people watch it a week, so why not? I really don't regret the experience, so that's definitely not something that I would be opposed to.

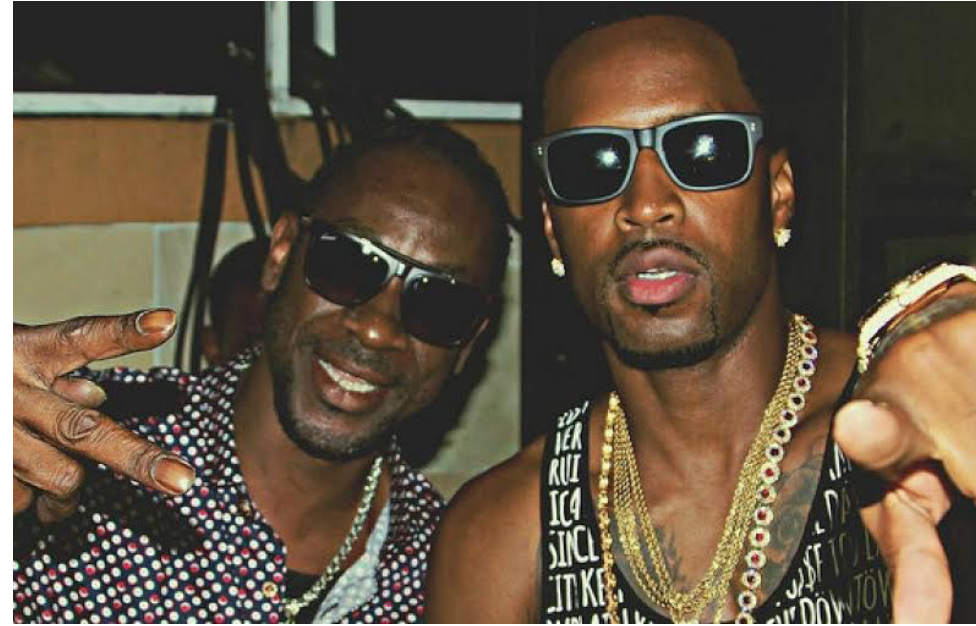
August 15, 2016



COLLABORATIONS

SAFAREE X KYMANI AMRLEY

Safaree and Kymani Marley connect to complete Safaree's upcoming EP.



SAFAREE X BOUNTY KILLER

Safaree and Reggae Legend, Bounty Killer link up to produce a new track, "Bad Tings"



MUSIC

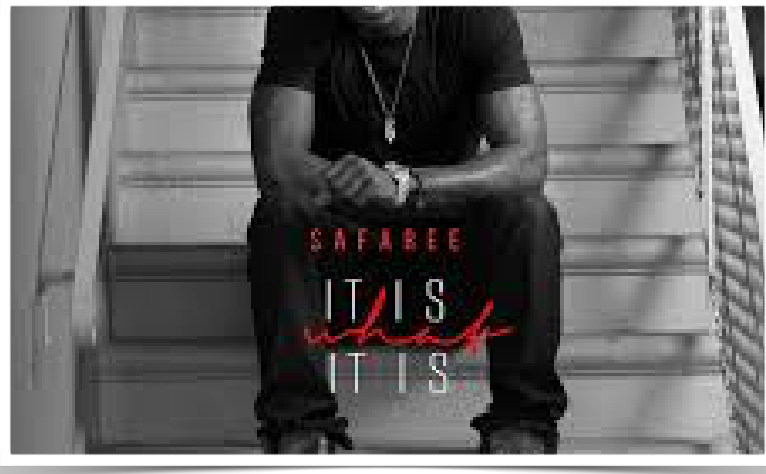
BURNER



IT IS WHAT IT IS VOL. II



IT IS WHAT IT IS



REAL YARD VIBES VOL. I





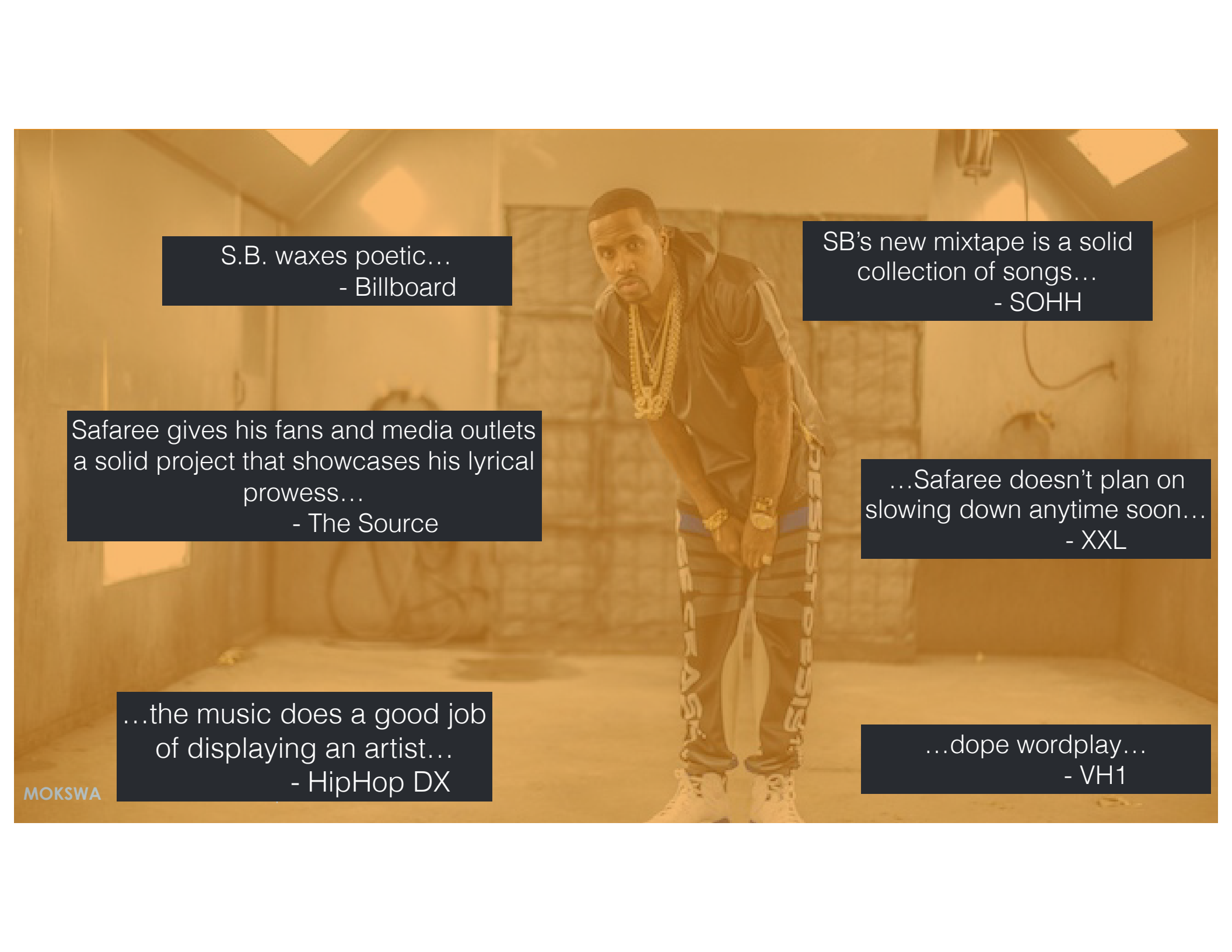
Safaree closed out this year's Reggae Sumfest with a surprise performance with Bounty Killer. Reggae Sumfest is Jamaica's most popular music festival of the year.

@IAMSAFAREE



SOCIAL MEDIA FOLLOWING
OVER 700K

SOCIAL INFLUENCE VALUE: A REACH OF OVER 2 MILLION



S.B. waxes poetic...
- Billboard

SB's new mixtape is a solid
collection of songs...
- SOHH

Safaree gives his fans and media outlets
a solid project that showcases his lyrical
prowess...
- The Source

...Safaree doesn't plan on
slowing down anytime soon...
- XXL

...the music does a good job
of displaying an artist...
- HipHop DX

...dope wordplay...
- VH1