



## Ainsley “Notnice” Morris

With no prior musical experience, a high school student's passion for music led him to persuade his mother to purchase a computer, sparking a journey of self-taught music production. Through dedication and experimentation, he honed his skills, eventually mastering the art of creating infectious rhythms. Today, Notnice (Ainsley Morris) stands out as a distinctive force in the Dancehall and Reggae production scene, carving a unique path among his peers.

Notnice, with his distinctive sound, blending crisp Hip-Hop drum kicks, soul-stirring piano riffs, and confident dancehall swagger and his impressive skills have earned him a coveted spot as a certified Billboard producer. With a career

spanning over a decade, he initially made waves at Rokus Records before taking the bold step to establish his own label, Notnice Records, in the mid-2000s. This move solidified his position as a driving force behind one of dancehall's most dominant movements.

Notnice played a pivotal role in Vybz Kartel's Portmore Empire from 2009 to 2011, producing a string of chart-topping singles for Kartel, including "Last Man Standing", "Cake Soap", "Mama", "Get Wild", and "Benz Punany". He also crafted breakout hits for emerging artists within the Empire, such as Jah Vinci's "Watch Yuh Friends", Popcaan's "Gangster City" and "Dream", Shawn Storm's #1 hit "My Life", and Gaza Slim's "One Man". Notnice's international recognition soared with the provocative and infectious "Ramping Shop", a collaboration between Vybz Kartel and Spice, which became a staple on American urban radio. This sensational single peaked at #76 on the Billboard Top 100 in 2009, solidifying Notnice's reputation as a powerhouse producer.

Notnice Records boasts an extensive discography, featuring a diverse array of high-energy Dancehall 'riddims' compilations.

These compilations showcase Notnice Records' consistent output of infectious Dancehall rhythms, solidifying his reputation as a prominent force in the genre. In 2011, Notnice received the prestigious 'Producer of the Year' award from the Excellence in Music & Entertainment Awards, a testament to his exceptional talent and hard work. That same year, he made a significant move by parting ways with the Portmore Empire and joining forces with Corey Todd in March. This new collaboration quickly yielded success with Jah Vinci's single "In My Life", which soared to the top of the charts and became a #1 hit.

Although the partnership with Corey Todd was brief, Notnice's career continued to thrive as he embarked on a solo journey in January 2012. He maintained his momentum as a prolific producer, nurturing the talent of emerging dancehall artiste Alkaline, who released notable hits like "Things Mi Love" "Live Life""Weh We A Guh Do" "Move Mountains" and "Gyal Bruk Out" among others under Notnice's guidance.

In 2016, Notnice formed a dynamic partnership with Kram Medley, establishing Notnice Records as a premier music production house and artiste management company, with a 50/50 partnership. This pivotal year also saw Notnice collaborate with Popcaan on a string of projects, including the hits "Feel Good", "Never Sober", "Ova Dweet", "World Cup", and "El Chapo". Building on this momentum, 2017 proved to be another triumphant year with the release of the "El Chapo" riddim, further solidifying Notnice's reputation as a producer extraordinaire.

Notnice's production prowess reached new heights in 2019, earning him the coveted 'Producer of the Year' award at the International Reggae and World Music Awards (IRAWMA). That same year, his highly anticipated album "Kyng Midas" was released to critical acclaim, showcasing his unique blend of sounds and styles.

Notnice's album soared to new heights, securing a top 10 spot on the Billboard Reggae Chart and reinforcing his position as a pioneering producer and innovator in the music industry.

While Notnice was no stranger to Billboard success, he revealed that this particular achievement held a special place in his heart since the Kyng Midas project was a solo endeavor. You can now stream Kyng Midas on all major platforms.

The success continued with the release of Jah Vinci's EP, "I Am the World Singer", which featured the hit single "Virgin" which was the #1 most streamed song on YouTube in Jamaica for the year 2021.

This was followed up by the release of Jafrass' EP 'Faith' and 'Passion' from Jah Vinci.

Accomplished producer Notnice earned a 2022 Grammy nomination for his exceptional work on Spice's '10' Album, which impressively debuted at No. 6 on the Billboard Reggae Album Chart. The album's success soared with over 100 million views on YouTube, achieving certified Gold status in Canada and Silver in the UK. Building on this momentum, Notnice went on to win a prestigious Grammy Award the following year for his outstanding production on Alexx Antaeus and Julian Marley's collaborative album, "Colours of Royal".

In November, Notnice proudly unveiled the highly anticipated EP 'Broken Child' from his latest signee, the gifted songstress Nordia Mothersille. This impressive project soared to number 2 on the Reggae iTunes chart. Looking ahead to 2025, Notnice has promised an exciting lineup of new projects – stay tuned!