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DANNYLUX INKS GLOBAL DEAL WITH UNIVERSAL MUSIC PUBLISHING GROUP: 'I'M READY TO KEEP EVOLVING'

The partnership follows the success of his album *Leyenda*.

By [Isabela Raygoza](#)



L-R: Alexandra Lioutikoff, Ana Rosa Santiago, DannyLux, Jamie Kinelski, Adriana Ramos
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TRENDING ON BILLBOARD

Mexican-American artist **DannyLux** has signed a worldwide publishing deal with Universal Music Publishing Group (UMPG), the company tells *Billboard*.

"I'm ready to keep evolving and open this new chapter with all my heart," said DannyLux in a statement. "I'm excited to begin this next phase with the UMPG team and to work alongside **Jamie Kinelski** and **Ana Rosa Santiago**. I have a lot of trust in them and in the vision we're building together, and I'm grateful for the opportunity to grow with their support."

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At 21 years old, the Palm Springs, Calif., singer-songwriter has emerged as one of the most exciting voices in contemporary regional Mexican music. DannyLux is recognized for his "alt-sierreño" sound and sierreño hits such as "Gracias a Ti" and "Nuestra Felicidad." With the publishing deal, UMPG aims to further amplify his global reach.

"DannyLux is a generational talent, and we're excited to champion his music globally," said Ana Rosa Santiago, senior vp of A&R Latin music at UMPG, in a statement. Jamie Kinelski, senior vp of A&R at UMPG, added, "DannyLux has built an extraordinary career at a young age, and we're thrilled to have him join the UMPG family. We're committed to expanding his music's reach and supporting his music's continuous impact."

In 2021, DannyLux released his breakout album, *Las Dos Caras del Amor*, solidifying his place in the ever-growing sierreño scene led by Mexican-American artists. That same year, he reached No. 1 on *Billboard's Latin Songwriters* chart with "Jugaste y Sufri," his collaboration with **Eslabón Armado**. The song also earned him a spot on the list of finalists for the 2022 Billboard Latin Music Awards.

Most recently, DannyLux released the LP *Leyenda*, with its standout track "Sirena" earning a spot at No. 6 on *Billboard's* list of the **Best Latin Songs of 2025: Staff Picks**.

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