Hip-hop discovers that touring is a great way to generate income, as the Fresh Fest concert featuring Whodini, Kurtis Blow, Fat Boys, and Run DMC, reels in $3.5 million for 27 dates. Battle rap assumes the spotlight in hip-hop, as UTFO's "Roxanne Roxanne" diss song attracts over 100 responses. The most popular response came from a 14-year old female named Roxanne Shante. Shante's "Roxanne's Revenge" allegedly recorded in Marley Marl's living room sold more than 250,000 copies. (Scribble Jam is the largest showcase of underground hip-hop in the United States.) Roc-A-Fella sells a 50 percent stake to Island Def Jam for $1.5 million. 1998. Discover music on Discogs, the largest online music database. Buy and sell music with collectors in the Marketplace.