

Kevin Durant Signs with Jay Z and Roc Nation Sports

Written by Nicholas Norman

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When Jay-Z decided to sell his small stake in the Brooklyn Nets to start up a full-fledged sports representation agency, many knew athletes would be unable to resist the temptation of aligning themselves with the famous rapper. Jay-Z once famously boasted : “I can sell water to a well.” The speed of which his agency has collected talent shows it wasn’t baseless bluffing.

Oklahoma City Thunder forward Kevin Durant officially signed with Jay-Z’s Roc Nation Sports, according to multiple media reports. Durant left his previous agent, Landmark Sports, earlier this month.

Durant, 24, was second in the NBA in scoring this season and averaged 28.1 points, 7.9 rebounds and 4.6 assists per game while shooting 51 percent from the field. He finished second in NBA MVP voting in 2012-13 and was named first-team All-NBA for the fourth straight season.

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