Ron Artest

My World

Everyone knows **Ron Artest** as the All-Star forward for the **Sacramento Kings** basketball team - the man with mad skills on the court. But there is more to Ron than the game. Growing up in Queensbridge, NY - the same neighborhood that bred rappers Nas and Mobb Deep - Ron surrounded himself with two things: Basketball and Rap Music. Once Ron conquered "the game", he started his own label, TruWarier (his nickname on the basketball court), and is now releasing his long awaited debut album, *My World.* The package also contains a full-length bonus DVD with live performances and music videos. Together, the CD and DVD bring us into Ron's world, with some sure to be controversial lyrics and his take on the infamous brawl along with the media frenzy that ensued.

Guest rappers on *My World* include **Mike Jones, Big Kap, Capone (from Capone-N-Noreaga), Bravehearts** and others. The first single, *Fever,* is already enjoying success at mix shows and is growing at Urban and CHR Rhythmic radio. *Working The Pole,* a crazy club banger, is on the flip-side of the 12" promo.

Ron has already opened up for Young Jeezy and Fat Joe. He also performed as part of New York City's *HOT 97 Summer Jam.* Ron's music has been taking both fans and critics by surprise, as all discover that he has serious talents outside of basketball.

SPECIAL GUESTS
Big Cap, Mike Jones, Capone, Bravehearts

PRODUCERS
Steve Sola, Now and Laterz, Ron Artest, Wip, DJ S&S, Qbanga, LT Hutton, EZ Tommy and Chris Valentine, Challace, Black Russian Squad

FEATURED TRACKS
Fever, Working The Pole, Get Low

RADIO FORMAT
Urban, CHR Rhythmic

HOME BASE
Sacramento, California & Queensbridge, New York

THIS DOUBLE PACK INCLUDES A FULL LENGTH CD AND BONUS DVD FEATURING LIVE PERFORMANCES AND MUSIC VIDEOS.

SELECTIONS

1. *Just Part Of My Life*
2. *Haterz*
3. *Bad Karma*
4. *Nasty North*
5. *Working The Pole (featuring Big Kap)*
6. *Fever*
7. *Hood Luhv*
8. *Skit*
9. *No Good*
10. *Coroner*
11. *Skit 2*
12. *Rap Game*
13. *Why*
14. *La La Ladies*
15. *Get Low (featuring Mike Jones, Capone & Nature)*
16. *Hush*
17. *I Like My Song*
18. *Doing My Thang*
19. *Everywhere I Go*
20. *Ain't Easy*
21. *QB Family*

MARKETING & PROMOTION

Radio: The introductory single is *Fever*, which started to be worked mid August. Add date is late September. Expect major airplay on Mix Shows and at Urban and CHR Rhythmic stations. Probable second single is *Haterz*.

Target Markets: **National release with emphasis on the East Coast, West Coast and Midwest.**

Video: Video for *Fever* in pre-production.

Promotional Tour: Visits to selected cities and radio stations. To perform at Billboard's R&B/Hip Hop Conference in Sept. Attended BET's Radio Junket in June. Toured with Young Jeezy and Fat Joe.

Publicity: Full PR campaign(Crescendo PR) to all national and regional urban, music, lifestyle and sports outlets. Confirmed coverage includes MTV, BET, Spike TV, Vibe, Stuff, Blender, Mass Appeal, ESPN Magazine, Trace, Dime, others. Appearance pending on Live with Regis and Kelly.

Street Teams: Guerilla campaign in 20 top markets.

Internet Marketing: Heavily promoted on all urban, lifestyle and sports outlets. **Official site: www.truwarier.com www.myspace.com/ronartest**

TV Advertising: Heavy frequency cable spots, prior and after the release date, on BET, MTV, ESPN, others.

Print Advertising: XXL, Slam, King, Rides, Source, Dime, Trace, Mass Appeal.

Outdoor Advertising: Mini-billboard and bus taillight campaign in select markets.

Marketing Tools: DVD sampler, video, vinyl, postcards, large and small posters, :30 spot. Kings jerseys and souvenir basketball shoes for retail contests.

ARTIST: **Ron Artest**

TITLE: ***My World***

STREET DATE: **October 31, 2006**

FILE UNDER: **Rap**

PARENTAL ADVISORY EXPLICIT CONTENT

CD/DVD (EXPLICIT) MSRP: **$18.98**
SELECTION #: **54735-2**
BOX LOT: **30 - JEWEL**
QUANTITY

0 85365 47352 2
0-8536-54735-2-2

CD/DVD (AMENDED) MSRP: **$18.98**
SELECTION #: **54777-2**
BOX LOT: **30 - JEWEL**
QUANTITY

0 85365 47772 8
0-8536-54777-2-8

LABEL: **TruWarier/Lightyear**

TRU WARIER RECORDS

LIGHTYEAR
www.Lightyear.com