

BLU & EXILE: BELOW THE HEAVENS

AVAILABLE AT ONLINE: JULY 17, 2007
AVAILABLE AT RETAIL: AUGUST 14, 2007

OVERVIEW

Blu is the leader of West Coast Hip Hop. Since the days of Pharcyde, Freestyle Fellowship, and Jurassic 5, there have been few wordsmiths that have grasped the attention of listeners worldwide. Introduced to NWA and Public Enemy by his father, Blu later was captivated by the likes of Black Star, The Roots, and Common, creating a unique balance that is displayed in Blu's personality and music.

Blu's first full length LP, "Below the Heavens" pairs Blu with producer Exile on the Sound in Color imprint. His first single, "Narrow Path" has rocked stages across the world, as fans begin to feel the impact of Blu's music. His delivery flows flawlessly, while the content reflects the joy and pain of working class youth everywhere. Since the release of "Narrow Path," Blu has performed alongside Slum Village, X-Clan, Platinum Pied Pipers, Lyrics Born, DJ Houseshoes, and many others, while participating in 3 high-profile nationwide tours alongside musical family members: Ta'Raach, Aloe Blacc, and Exile.

The buzz has fans salivating for new music. Worldwide, people are looking to put hope into the 'next' emcee that will give them the same feeling when they first heard Black Thought, Common, or Slum Village. Blu fulfills this need, but maintains something that is entirely new, while not recycled.

"Kingdom Come"
- **XXL**

"This Album is a Classic"
- **VAPORS**

"LA has a list of new generation of MCs that are bringing heat: Trek Life, Bishop Lamont, Glasses Malone, Roc C, and now you can add Blu to it. And with Exile on the beats?! Oooh man, forget about it.... you got a deadly combination....don't sleep peoples!!!"
- **RHETTMATIC (Beat Junkies / Visionaries)**

"It's the second best album of the year, just marginally behind "The Undisputed Truth." 5 stars."
- **EPINIONS.COM**

"Blu's flow is on pin-point and his concepts and topics draw comparisons with the Lupes, Commons and Black Thoughts of the open-minded world."
- **URB**

"Blu's old-school, rough soul flow is fantastic, especially over Exile's scratches and strings and 1970s funk."
- **SAN DIEGO CITY BEAT**

Marketing Highlights

- Produced by DJ Exile, one of today's rising stars in hip-hop (Mobb Deep, Jurassic 5, Snoop Dog, MED, Kardinal Offishall and more)
- Has completed three nationwide tours in the last 12 months
- Appears on the forthcoming Jazzanova album as a featured MC
- Currently on tour with Slum Village throughout the West Coast
- Online features to include: MySpace.com, AOL Music/Radio, MTV.com, Yahoo Music/Radio, VH1.com, MSN.com, BET.com
- National Ad campaign for L-R-G featuring Blu
- URB Next 1000 Artist



Tracks

01. My World Is...
02. The Narrow Path
03. Simply Amazin' (steel blazin')
04. Juice n' Dranks
05. In Remembrance
06. Blu Collar Worker
07. Dancing In The Rain
08. First Things First
09. Greater Love
10. Good Life
11. Soul Rising
12. Cold Hearted
13. Below The Heavens pt. I
14. Below The Heavens pt. II
15. I Am...

Key Sales Markets

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Atlanta, Miami, Chicago
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