Curtis Jackson aka hip hop rapper 50 Cent was the top earning hip hop rapper in 2007, earning an astonishing $150 million, according to Forbes magazine. He parlayed a stake in Vitamin Water to a 9-figure payout and he continues to be the single savviest businessman in the music game.

Hip Hop artist 50 Cent says, "If I was just my image, I wouldn"t have made this much money." 50 Cent's success is nothing less than the American dream and this show is his coming out party as an inspiration to a new generation of street-savvy entrepreneurs.

His forthcoming book, "The 50th Law," co-authored with Robert Greene ("The 48 Laws of Power"), will share the lessons he learned as a street hustler and how those lessons allowed him to become the massive success he is today. In "50 Cent: The Money and the Power," hosted by and starring the hip hop rap artist 50 Cent, he will share these lessons with a lucky few. The winner, the young man or woman whose ideas and drive make them worthy of 50's support, receives a $100,000 investment from 50 Cent himself. "50 Cent: "The Money and the Power" will premiere on MTV on Thursday, November 6th at 10pm ET/PT.

"50 Cent: The Money and the Power" contestants worked together while also living at "Camp Curtis," a Brooklyn warehouse where they slept in tents named after the five boroughs of New York City. The 14 wannabe moguls, personally hand-picked by 50 Cent, compete in inventive challenges that 50 Cent helped to create, while mastering the skills that took the hip hop artist from his hard-knock life to the top of corporate America.

Each week, 50 Cent will narrow down his search by testing the candidates on the knowledge he has taught them while pushing them to their limit. Viewers will be treated to special appearances by hip hop and rap notables such as LL Cool J, Aubrey O'Day of Danity Kane, Lloyd Banks and radio personality and blogger Miss Info. And since no business mogul can work alone, 50 Cent recruited his G-Unit label mate hip hop artist Tony Yayo to be his "Underboss" and right hand man. Yayo kept contestants in line for 50 Cent throughout series.

Ultimately, the last individual standing will, in 50's eyes, possess the strongest combination of business flair, strength, ambition, and fearlessness to win the $100,000 and help achieve their dream and pave the way to future mogul status. "50 Cent: The Money and the Power" was mostly shot in New York City (in and around Brooklyn, Bronx, Queens, etc...) and will have ten

one hour episodes.

In addition to his record label, G-Unit Records, 50 Cent has enjoyed enormous global success across a vast array of entrepreneurial ventures, including videogames, books, clothing, footwear, beverages, personal care products, automotive and more. 50 Cent is set to deliver his fourth major label album, Before I Self Destruct (Shady/Aftermath/Interscope), on December 9, 2008. Accompanying the album is the gritty feature length film, Before I Self Destruct, which 50 Cent wrote, directed and starred in.

“50 Cent: The Money and the Power” is Executive Produced by 50 Cent. Michael Hirschorn, Stella Stolper and Michael Bloom of Ish Entertainment are Executive Producers. Sacha Jenkins and Gabe Alverez are Co-Executive Producers. Chris Lighty and Laurie Dobbins of Violator are Co-Executive Producers. Bruce Klassen is Supervising Producer. Tony DiSanto, Liz Gateley and George McTeague are creative executives overseeing project for MTV. “50 Cent: The Money and the Power” is produced by MTV and Ish Entertainment.

Wanna know more? Visit www.mtvpress.com