

Crunk Juice Certified Double Platinum

Written by Joe Wiggins ID723
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After 9 weeks, CRUNK JUICE, the BME/TVT Records third album from Lil Jon & the East Side Boyz, has been certified double platinum by the RIAA for U.S. sales in excess of 2 million units. The album is still on the Billboard Top 200 chart holding the #3 position, #2 on Billboard's Top R&B/Hip-Hop Albums chart and currently the #1 selling Independent album in the country. Lil Jon & the East Side Boyz sophomore TVT release, KINGS OF CRUNK, was also certified double platinum marking CRUNK JUICE as the consecutive double platinum album for the rambunctious trio.

The remarkable CRUNK JUICE sports an all-star line-up of guest appearances including R. Kelly, Ludacris, Ice Cube, Ying Yang Twins, Snoop Dogg, Chris Rock, Nas, and 8 Ball & MJG. It is the defining work for Lil Jon as a producer. Lil Jon & The East Side Boyz remained true to their gritty, club-ready roots with lead single What U Gon Do, which features Lil Scrappy, and their subsequent single, Roll Call featuring hip-hop rap icon Ice Cube. Roll Call is a rousing in-your-face song from start to finish. It's a gutter street track, adds Ice Cube. I'm talking about, if you mess with us, stuff's going to happen, just basically rapping, bragging, talking trash. Whenever I get a chance, I like to do records like this that are built straight for underground hip-hop. It's has that underground feel that makes you want to rhyme.

In other Lil Jon & The East Side Boyz news, the group won two Billboard Awards for Independent Album of the Year and Independent Album Artist of the Year. Their Miami home will be featured in the February 7th episode of MTV Cribs. The kings of Crunk recently performed for MTV's \$2 Bill tour in Atlanta and it was the highest rated show in the special's history. Lil Jon as a producer has won numerous awards for his smash hit Yeah featuring Usher and Ludacris; taking home four Billboard Awards, a People's Choice Award, and he's nominated for four Grammy's this year.

For powerhouse independent label, TVT Records, CRUNK JUICE is the biggest release in the company's history. It is also home to Hip-Hop dynamic duo Ying Yang Twins whose ME & MY BROTHER is platinum, hip-hop soul songstress Teedra Moses and Cuban-American rhyme-spitter Pitbull. Expected to hit stores later this year are R&B Crunk artist Oobie and Lil Jon-protégé Chyna Whyte, a female rapper with vicious rhymes and incredible lyrical dexterity.

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