

The El Draft 2005 CD is continuing to be the biggest surprise hit in the music world this year, continuing to break records and defy expectations. After a stunning debut at # 4 on the Billboard Latin Music Charts, the unstoppable new Reggaeton compilation is proving its might, landing a fourth straight week in the Top 10, standing strong in the # 6 position it also held last week. This four-week run is all the more impressive, considering the CD is composed entirely of up and coming artists.

The El Draft 2005 CD has already broken several Latin Music records, including becoming the first Reggaeton CD ever to ship Latin Platinum. Reggaeton currently holds 25% of the Billboard Latin Music Chart positions. El Draft 2005, released by Chosen Few Emerald Entertainment and Chencho Records and distributed by Urban Box Office (UBO), contains 23 songs. The compilation's first single, Rakim y Ken Y's "Tu No Estas," has also just hit the Top 10 on the Latin Radio Charts after only three weeks in release.

UBO's Executive Vice President Bruce Henderson could not be more enthusiastic about El Draft 2005's four-week consecutive run in the Top 10 charts. "What this shows, more than anything else, is that people do buy CDs for the music, not just a name. Each of these 23 newcomers is now a developing artist and has a promising career ahead, all launching from El Draft. The fact that people are continuing to buy the El Draft CD at such an amazing rate shows that fans are recognizing the quality of the music, no matter what name is attached to it.

It's a great reminder that people will buy CDs simply because they have really great music."

On a related note, UBO's biggest success to date, the Chosen Few: El Documental CD/DVD combo is about to receive brand new exposure on MTV. Already Billboard's # 4 Top Selling Latin Album of the Year in the United States, boasting the genre-defining smash single, "Reggaeton Latino," the extraordinarily successful Chosen Few project is widely credited with having brought the Reggaeton movement into the mainstream.

With "Reggaeton Latino" having already garnered a spot in MTV's regular video rotation – an extremely rare feat for a Reggaeton track – MTV2 has now announced they will be airing an exclusive new cut of Chosen Few (supervised by Boy Wonder, along with the creators of the "Reggaeton Latino" video, UBO President Adam Kidron and editor Brian Kushner) as an unprecedented, 30-minute stand-alone Reggaeton special. The new version, MTV2 PRESENTS EL CHOSEN FEW, will debut the evening of Tuesday, November 8, with frequent

MTV2 Chosen Few EI Documental

Written by Robert ID2088

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repeat airings to follow. The program features interviews with hip-hop and rap artists and others such as Daddy Yankee, N.O.R.E., Don Omar, Tego Calderon, Fat Joe, Russell Simmons and Cypress Hill, among others.

About Urban Box Office [UBO]:

Urban Box Office (UBO), a subsidiary of Contemporary Holdings and Equities Inc., is an innovative entertainment marketing and distribution company that directly supplies media products to its core target consumers through its proprietary FREEDOM MODEL. Through this business format, artists keep as much revenue as possible from each recording, while consumers purchase music when, where, and how they want it, at a value price. The company is headquartered in New York City.

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