

## 'Yay Area' Hip Hop Ambassador E-40 Goes Gold

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The current album from the legendary west coast hip hop artist, E-40, "My Ghetto Report Card," has been RIAA certified gold this week.

Anchored by the album's first single "Tell Me When 2 Go," which features hip hop rap artist Keak Da Sneak, "My Ghetto Report Card" debuted at #1 on the Billboard R&B/Hip-Hop Charts.

The "Yay Area" native teamed with BME Recordings' head Lil' Jon, who executive produced the CD. The album also features production by Lil Jon, Rick Rock, E-40's son Droop-e of the Pharmsuticles, mainstay Bosko, and Studio Tone with guest features by Mike Jones, T. Pain, Keak Da Sneak, Turf Talk, Juelz Santana, B-Legit, The Federation, 8Ball, and UGK.

The video for the current single, "U And Dat," featuring T-Pain and Kandi Girl, is currently on high rotation at BET, MTV and Fuse.

E-40 is to release a new DVD entitled "E-40 & The Hype of Hyphy," featuring videos "U And Dat" and "Tell Me When To Go," a behind the scenes look at the making of those videos, and the Hype of Hyphy special, which takes viewers inside the movement and features special appearances by Federation and B-Legit, among others.

"E-40 acts as ringmaster with slick wordplay, street smarts and sly humor. He has long been at the head of his class; now he's graduating to the next level," raves Steve Jones in USA Today, while San Francisco Weekly's Tamara Palmer says, "'My Ghetto Report Card' will go down in history as the album that helped Bay Area hip-hop reclaim its place on the national stage." Congratulations to 40-Bellafonte, 40-water, E-fizzle, Fonzarelli, Mr. Flamboyant, The Ambassador Of The Bay -- E-40.

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