

Sophomore Solo Album From 'Baby'

Written by Robert ID797

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Cash Money rugged rap artist Bryan "Baby" Williams is off to a promising start, the lead single "Shyne On," from his upcoming sophomore solo album Fast Money snagged the #1 most added spot at both rhythm crossover and urban radio formats. "Shyne On," (featuring Lil Wayne) is the first single from the follow-up efforts of his '02 platinum-plus opus, Birdman, and as a member of the Big Tymers, the gold-certified, Big Money Heavy Weight (2003).

Baby, who holds down the Birdman moniker as well as the even more appropriate alias #1 Stunna, has forged a commanding presence in front of the mic and behind the scenes as Co-CEO of the Cash Money conglomerate, which has become the hip-hop template for urban imprints striving to balance street credibility with mainstream success.

Produced by Cash Money's in-house producer and Big Tymers compatriot Mannie Fresh, "Shyne On," has a listening audience of 3.7 million and the video is currently in rotation at BET and MTV 2.

The Cash Money dynasty has become synonymous with platinum selling artists and ground breaking entrepreneurship. As one half of the Cash Money leadership, Baby's status as a rap pioneer was forever validated when he received a Source Magazine Award in 2003 for "Trendsetter Of The Year." Lugz footwear, recognizing Baby's ability to live up to such a moniker, signed the charismatic artist/executive as an exclusive spokesperson.

In collaboration with Lugz, Baby created and launched a new line of footwear called "Birdman" with the company backing the athletic shoe line with a million dollar advertising campaign.

Baby is further exposing his unique branding touch by lending his voice to a new video game.

Rockstar Games (the company that created Grand Theft Auto, the #1 selling video game in the country), is working with the #1 Stunna on a new video game.

Cash Money has sold nearly 25 million records since its inception in 1991, a New Orleans based company Baby started with his brother Ronald 'slim' Williams. Introducing and re-launching an explosive array of artists from Juvenile, to Lil Wayne, to Teena Marie (on the Cash Money Classics imprint) to Big Tymers and Hot Boys - which also includes Williams as a member - the label has groomed countless other successful artists and production entities.

In 2004, the brothers embarked on another trailblazing venture, Round Table Entertainment, which is set to release the beautiful songstress Lil Mo's new album this spring.

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