

## **Invasion Del Reggaeton LA**

Written by Robert ID1025

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For the first time ever, Los Angeles will be witness to the Reggaeton craze with two sold out shows at the Universal Amphitheatre in Universal City, Calif., on Saturday, April 30 and Sunday, May 1, 2005. Both shows were sold out within hours of going on sale.

The two shows will feature Daddy Yankee, Don Omar, Ivy Queen, Hector El Bambino, Luny Tunes and DJ Nelson, all artists under the Machete Music umbrella.

Reggaeton is the latest dance craze – a cross-culture genre of music that has hit Latin clubs in Puerto Rico; has taken a stronghold in the East Coast and has been infiltrating the West Coast the last two years. Reggaeton is influenced by Jamaican music (Reggae); salsa, merengue and by urban hip-hop music – it has been associated with the "underground" movement of urban youth in other Caribbean islands and neighboring nations, including the Dominican Republic, Peru, Venezuela, Colombia, Mexico, Panama and Nicaragua.

More recently, it has surfaced in the United States, particularly in areas with large Puerto Rican concentration of other Hispanics such as New York and Miami. It's taking on a marketing approach much like that of hip-hop at the beginning, evident by the fact that many multi-platinum hip-hop and rap artists are doing Reggaeton mixes.

Radio stations in the West Coast such as Power 106 (KPWR 105.9 FM), the No. 1 Los Angeles station and hip-hop leader and Super Estrella (107.1 FM), the Latin youth market leader, are "leading the pack."

The genre has also taken the U.S. Latin music sales charts by storm. There are currently 10 Reggaeton/Latin Rap Albums in the top 50 Soundscan Latin chart, including Daddy Yankee at No. 1, recently honored by the RIAA with five Gold and Platinum albums for his CD "Barrio Fino," the largest award in the history of Reggaeton music.

Daddy Yankee "Barrio Fino;" (#1 in the Latin Billboard Charts) Don Omar "The Last Don: Live Vol.1;" Ivy Queen "Diva Platinum Edition;" and Luny Tunes "La Trayectoria" all have been nominated for Reggaeton Album Of The Year by Billboard Latin Music Awards 2005.

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Universal Music Group has launched Machete Music and appointed Gustavo Lopez as its president in a move to underscore its commitment to expanding new genres of music, particularly in the Latin music area.

Machete Music is the first full service, start-up label from a major record company dedicated to the burgeoning music market with a specialty in hip-hop, rap, dance hall and the hottest new movement – Reggaeton. Mr. Lopez is a key player in bringing together the talent for the "Invasion Del Reggaeton" in association with Orjuela Entertainment, Inc.