

## Hip-Hop Rap Cameos In New DVD Releases

Written by Robert ID1152

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Fall Thru Entertainment announces the release of the latest installments in two of their popular home video series: "Ghetto Fights 2" and "Wildest Street Brawls 3." Of the fight series, these new DVDs each take their most brutal glimpses to date at the violence on the everyday streets of America. Due in stores

on May 31, 2005, "Ghetto Fights 2" and "Wildest Street Brawls 3"

both deliver more of the horrors of the streets showcasing pimp beatings, gang warfare, backyard brawls and female slug-outs caught on tape.

Amidst the footage of street carnage, "Ghetto Fights 2" also features cameos by loyal Ghetto Fights fans rap and hip-hop artists 50 Cent, G-Unit, Black Rob and Funk Master Flex, who expose the growing popularity of this phenomenon. Upon viewing the latest DVD "Ghetto Fights 2" 50 Cent immediately stated, "How much?" (Translation: He was interested in purchasing the rights to the entire series!) While rapper 50 Cent and his crew are the prominent faces on "Ghetto Fights," OG Ice-T holds it down with a cameo on "Wildest Street Fights 3."

Fall Thru Entertainment has had tremendous success already with the "Fight" brand, having previously released the multi-platinum "Ghetto Brawls" and "Worlds Wildest Street Fights 1 & 2," which have sold over 500,000 units combined. In the world of video/DVD sales this makes each of the previous three releases multi-platinum status. With the hype that has been generated on these new titles, they will be the biggest sellers of the series and promise to be more graphic, violent, disturbing and heart pounding.

"Ghetto Fights" and "Ghetto Brawls" are true favorites of the streets, and has even attracted some big-name artists as genuine fans and unofficial spokespeople.

"I watch "Ghetto Brawls" when I'm driving," Method Man told GQ Magazine last summer when asked about his favorite viewing while in the car. "It's a DVD of people just having fights in the hood."

Lil Jon used "Ghetto Brawl" footage in his re-mix videos for "Real Nigga Role Call" featuring Ice Cube, and "What U Gon" Do" featuring Lil Scrappy.

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Starting a tradition of violence, the first series of DVDs created a ton of controversy. One police sergeant was actually fired for showing his officers the company's "World's Wildest Street Fights" as a "training" film which he believed would provide a visual demonstration of how quickly a small scrum can evolve into a full street riot. On the flip side, some of this graphic footage has in fact led to the arrest and conviction of several fugitives.

Fall Thru Entertainment was created and inspired one fateful night watching football when two Southern California friends (now owners of Fall Thru Entertainment) saw a Jerry Springer "Caught On Tape" DVD commercial. The DVD did in fact include true fights, but they thought the footage left much to be desired.

The pair knew that the DVD business was exploding, and they knew that they had connections on the streets and had seen things on the streets that could be of interest and intrigue to the outside world. "Girls Gone Wild" had sex and Fall Thru would soon be providing the violence.

Initially, they bought video cameras for their friends and told them to document whatever they saw on the streets. The footage that came back in return was so outrageous that the "Fight" brand was born almost overnight.

Fall thru Entertainment has accomplished in less than two years and three DVD titles what every entertainment industry executive has been after since day one: Instant street credibility!

Footage submissions now come in from locations all over the world. Some are from everyday people that happen to capture some drama on their street, and some come from characters such as "Ronnie Black Street," a gentleman who has taken on more of a full-time hood videographer role while slinging crack on the side to supplement his income as a cameraman.

At this point in time, Fall Thru has individuals stationed in every major ghetto and project throughout the United States armed with video cameras.

The extreme violence is not for the faint of heart and should only be viewed when no children are present. Join the ranks of "Fight" followers and experience the ride.

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