

Puerto Rican Superhero, hip-hop rap artist Chino XL, will be the first official release of Sway and King Tech's new label due out early 2006 on Bolo Entertainment/Bungalo Records with Universal Distribution. This sets the bar for the new hip-hop venture. The East Coast bred rapper is finally stepping out on his own after years of traveling and performing alongside some of hip-hop's most celebrated hip-hop and rap artists, from Afrika Bambaafaa and Ice-T to Mike Jones. Despite industry politics, as well as personal and professional setbacks, the rapper dubbed the Puerto Rican Superhero is back and ready to do battle.

As a veteran in the field, for years it's been argued that hip-hop rapper Eminem won fame for a style that Chino XL created and with over 10 years in the game, Chino's consistency as a masterful lyricist has garnered him legendary status as one of the best in metaphorical delivery hands down. Many of his lyrics have been placed in the "Source Quotables," and featured frequently on Sway and Tech's the Wake Up Show, an internationally syndicated radio show that plays his songs around the world. For over a decade music magazines and websites have noted the rapper as one of west coast's elite. His music video ("Kreep") was one of only four rap videos supported by MTV during the mid 1990's (the other videos were by Biggie, Nas, and Lauryn Hill). With Fat Joe keeping Latin hip-hop alive and with the recent emergence of successful Latin artist including Lil' Rob and Pitbull, Chino XL has returned to let everyone know that the original Puerto Rican Superhero is still fighting for hip-hop delivering the brutal truth through rhyme. As a precursor to his upcoming release, Chino XL recently appeared on the critically acclaimed "Back to Basics" compilation CD, produced by MTV's Sway and King Tech. Chino XL also headlined in the album's multi-city concert tour.

Chino continues to gain the respect and love of his fans and industry colleagues. With his newest and most anticipated project in the making, as well as the backing of his new label, Chino plans to live up to the expectations placed upon him locally and across the world. Originally discovered by Def-Jam's co-founder, Rick Rubin, Chino represents authentic hip-hop. Chino was the first artist signed by Rubin, from a demo, since Public Enemy. "Chino reminded me of LL Cool J, said Rubin. Chino's stage presence and undisputable good looks accompanied by his unsurpassed rhymes, keeps people asking for more.