

Looking For Hip Hop SupaStar

Written by Robert ID773

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Xzibit

Hip Hop SupaStar is looking for the next voice of the Hip-Hop movement, somebody that is ready to change the game and bring it with the kind of freshness and originality that Hip-Hop represents.

Hip Hop SupaStar, presented by Cingular and Sony Ericsson, is about innovation. We want that sound that stays true to the core of Hip-Hop but still takes it to the next level.

The Search: From Jan.03, 2005 through Feb. 04, 2005, Sony BMG will be accepting original tracks from unsigned Hip-Hop talent all over the nation. "Hip Hop SupaStar is looking for great music. We're hungry for tracks that make people laugh, cry, dance and move. We're looking for songs that impact people's lives not just Hip-Hop fans," explains Dino Delvaille, lead A&R exec for the Hip Hop SupaStar project. Dino heads up a crew of Sony BMG A&R executives who will narrow down the selections to ten finalists.

The Platform: Hip Hop SupaStar is bringing the music of the ten finalists to our audience on a completely mobile platform in the most innovative, accessible way for these new artists to reach their fans. Cingular Wireless fans of the final ten will be able to listen to the ten Hip Hop SupaStars demos, download the ringtones, and vote for their favorite, all on their mobile phone. All wireless carrier customers can vote for their favorite finalist and check out all the contestant information online.

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"Hip Hop SupaStar is the pivotal event that will help move mobile music beyond personalization and towards entertainment. Combining the broad reach of the mobile platform with consumer input is an incredible opportunity for a major music company like ours to help find talent that resonates with our audience," said J.J. Rosen, General Manager, Digital Music Products, Sony BMG Music.

The Finalists: The ten finalists will be announced Feb. 15th, 2005. These finalists will have the chance to blow up like never before as their music gets listened to, downloaded as a ringtone and voted for, through mobile phones across the country. And they might get to perform their joints live on Tour with legendary rap artist Xzibit. X is gonna be performing all his bangers including songs from his new CD Weapons of Mass Destruction. Fans of the finalists can vote for their favorite finalist via text message on their wireless phone. And there's no limit to the number of times you can vote. Every vote helps select the next Hip Hop SupaStar and counts as an automatic entry for the Hip Hop SupaStar Flyaway sweepstakes where the winner gets to meet rap legend Xzibit on the set. So use your vote! Win a chance to kick it with Xzibit; and hold it down for your favorite up-and coming Hip Hop Supa Star.

For more information on Hip Hop SupaStar visit the official web site [HERE](#) .