

New Three 6 Mafia Release April 19th

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Southern hip-hop rappers from Memphis, Tennessee, Three 6 Mafia, rhyme about life on the streets of the Southern ghetto. Following in the tradition of rappers who have turned their creative visions into filmmaking, including Master P and Dr. Dre, the hip-hop group has produced and released Choices I DVD and Choices I Soundtrack album in 2001 which sold more than 100,000 units (which is platinum status for home DVDs/videos). Filmed in their hometown of Memphis, is the story of a former convict trying to live a good life without crime and the difficulties he faces.

Now, Three 6 Mafia's releases Choices II: The Set Up on DVD. This fast-paced sequel further explores the conflict between good and evil. Choices II: The Set Up picks up the tale of two trigger-happy stick-up men, DJ and Juice--portrayed by Three 6 Mafia super-producers, DJ Paul and Juicy J, respectively--as they attempt to wrestle their way to the top of the Memphis drug scene.

Choices II: The Set Up will be available in a combination package with the accompanying CD soundtrack, to be released by Hypnotize Minds and Sony Urban Music on Tuesday April 19. "Who I Is," the lead single from the Choices II: The Set Up soundtrack, features Trillville and Lil Wyte. Other guest artists on the soundtrack include Mr. Bigg on "Yeah I Rob" and Youngbloodz & D-Rock of the Ying Yang Twins on "It's Whateva Wit Us."

Three 6 Mafia Fans can now participate in the online contest to win prizes from the group that range from the group's favorite Sony Playstation to CD players, Stereo boomboxes, concert tickets, and etc. To participate in the contest and win prizes log onto www.three6mafiaonline.com