Written by Robert ID1301 Monday, 02 May 2005 12:12 -

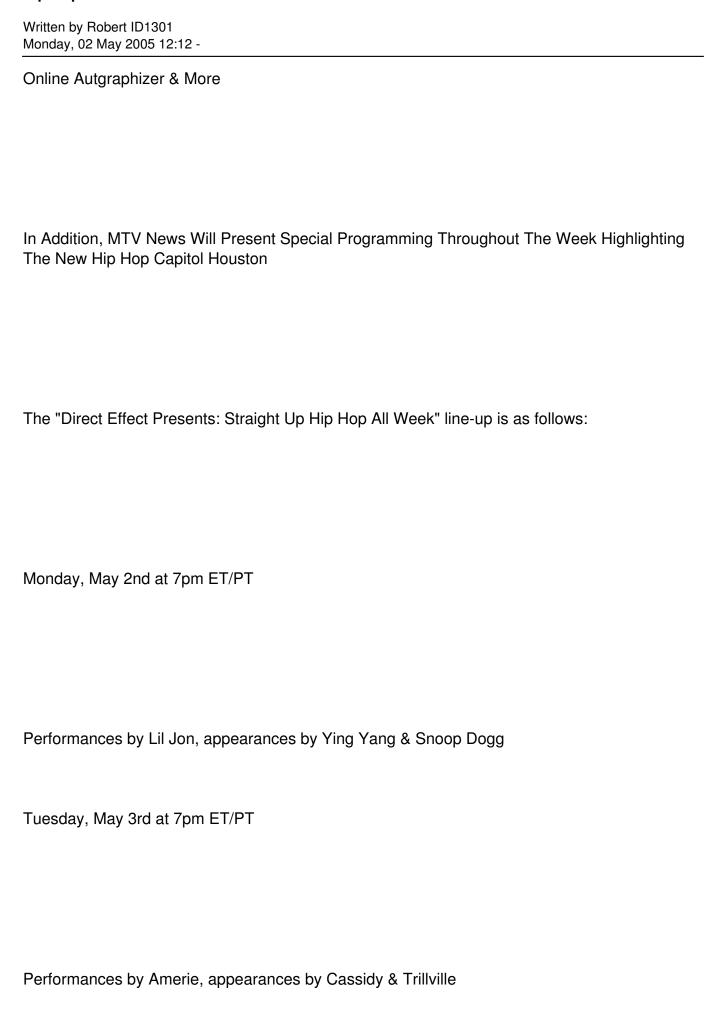
Music Television will once again welcome some of the hottest stars in hip-hop and rap on "Direct Effect Presents: Straight Up Hip-Hop All Week" beginning Monday, May 2nd at 7pm ET/PT. A week of Straight Up Hip-Hop featuring all of these hip-hop and rap artists: The Game, Snoop Dogg, Lil Jon, Ciara, Ludacris, Ying Yang Twins, Fat Joe, T.I., Amerie, Mike Jones, Bobby Valentino, Trillville, Cassidy and more.

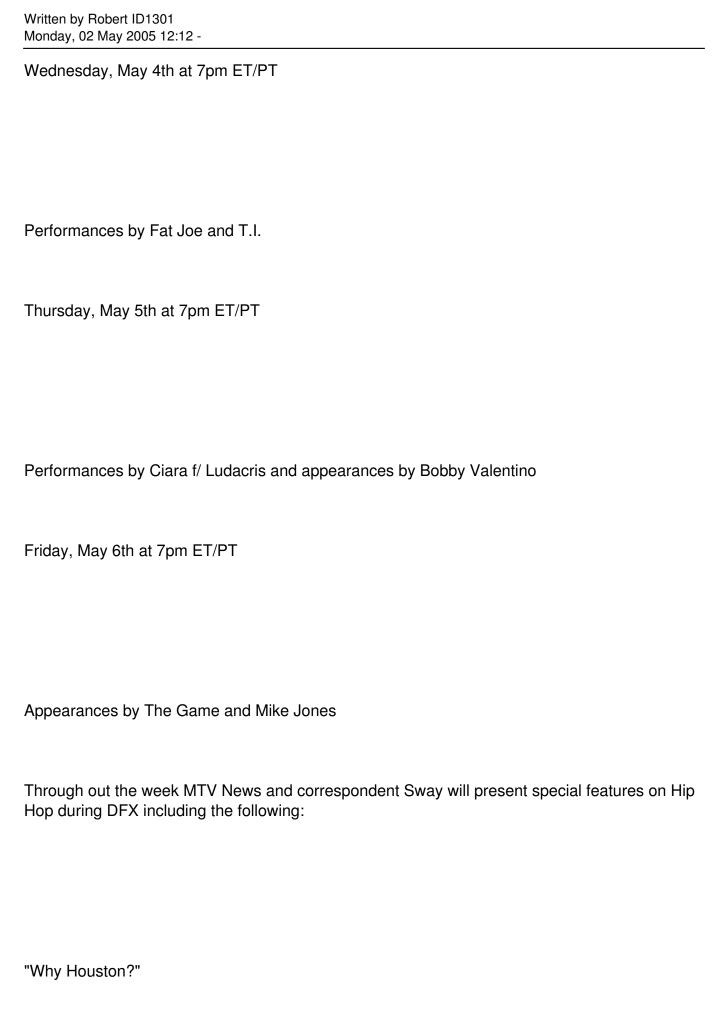
Hosted by MTV's La La and DJ Clue MTV's "Direct Effect" will celebrate hip hop with a full line-up of performances, appearances, exclusive video premieres and more each night of the week. Artists set to perform include Lil Jon, Ciara, Ludacris, Fat Joe, T.I. and Amerie. MTV will celebrate the best in hip hop since 2000 with special daily video countdowns showcasing the Best "Young G's" of the 2Gs, Best Cameos of The 2G's, Best Collaboration of the 2Gs, Wildest Styles of the 2Gs and the Best MC's of the 2Gs. In addition as part of hip hop week MTV will let the audience determine the order of the coveted top 2 videos in each category.

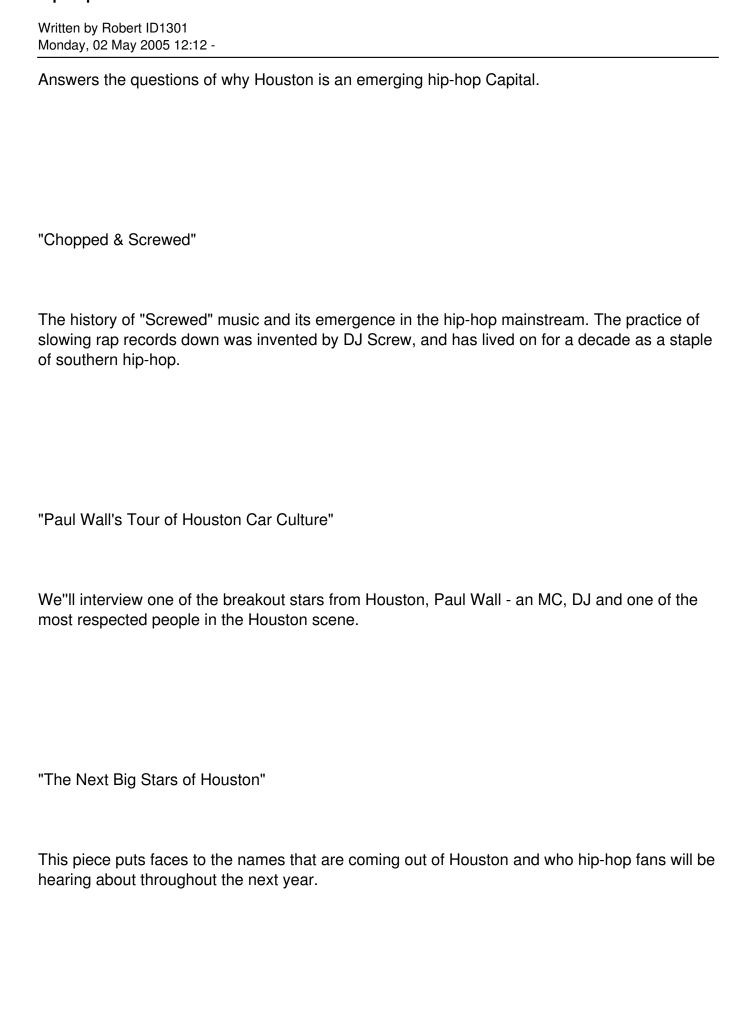
MTV's 'Direct Effect Presents: Straight Up Hip-Hop All Week' Beginning Monday May 2 at 7P.M. ET/PT

MTV2 Presents "Sucker Free Week" With "Making The Video: The Game," "Sucker Free Week Presents: 411 On 50 Cent," "Mike Jones Makes A Video," "Sucker Free Week Presents: 50 Cent Timeslide," "Discover & Download Live," "Sucker Free Week Presents: MTV2 Hip Hop" & More

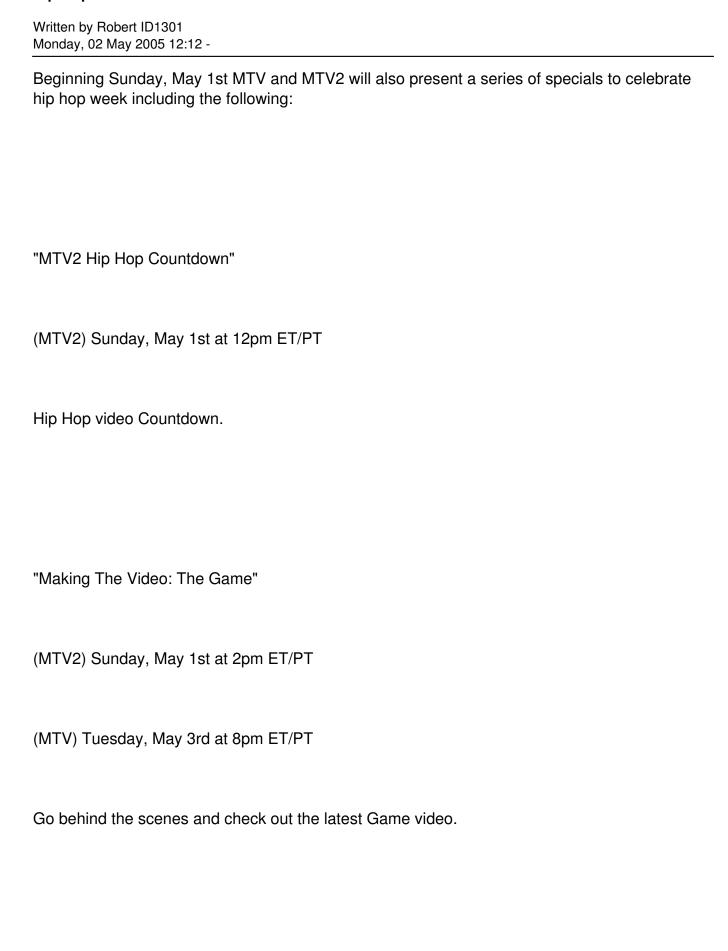
Plus, MTV.com Celebrates With A Full Line-up Of Video Clips Of DFX Performances, Exclusive Ringtones, Exclusive Video Premieres, News Features, Portrait And Performance Photos, An

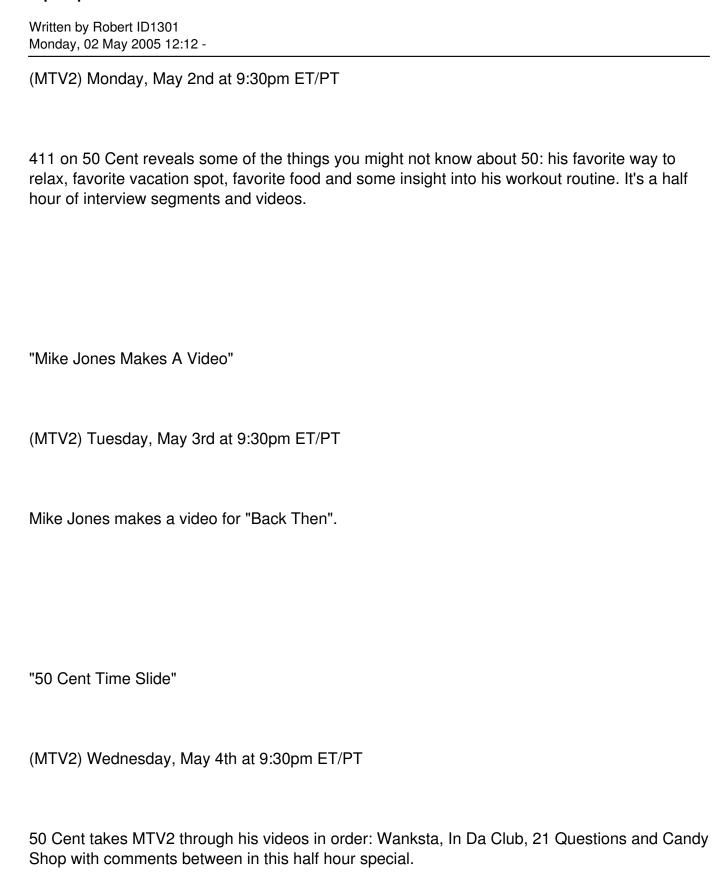


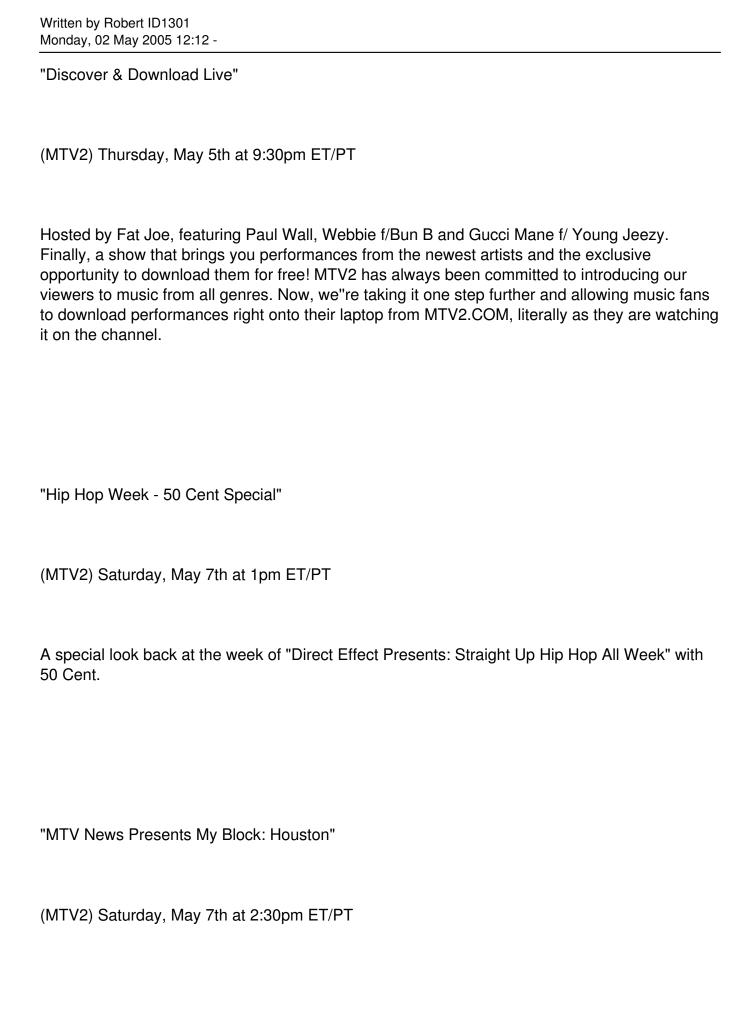




"411 On 50 Cent"







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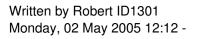
MTV News descends on the next capital of the south: Houston, Texas Southern hip-hop has dominated the music landscape in the last three years and now, following the lead of Atlanta and New Orleans, new centers of talent are emerging. Houston is taking the lead as one of those places. A number of storylines are coming out of the Texas city and reaching a critical mass in the mainstream. Major labels like Interscope, Warner Bros., Universal, Atlantic and BMG have snatched up emerging talent from Houston; indigenous scenes, like "chopped & screwed," are going national; and artists like Slim Thug, Mike Jones and Paul Wall are mainstays on national radio and MTV. This is MTV's chance to put a flag down and stake its claim to the Next Capital of the South. MTV News reports the following 5 stories from Houston ("Why Houston?," "Chopped & Screwed," "Paul Wall's tour of Houston Car Culture" and "The Next Big Stars of Houston").

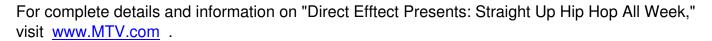
"Hip Hop Change-Up"

(MTV2) Sunday, May 8th at 2pm ET/PT

A half hour of videos which refer to artists and tracks that have changed their flow or the hiphop game. That list includes Jay-A with the live performance mashup alongside Linkin Park, Outkast, who dipped into electronic hip hop, snoop with that interesting mouthclinking situation, and of course the Ying Yang Twins with the first ever, wholly rapped whisper song. Hosted by Ying Yang Twins.

MTV.com will also celebrate with exclusive video premieres, news features, and portrait and performance photos. The site will also feature a full line-up of video clips of DFX performances and exclusive ringtones. Plus, fans can check out signatures animated over high-res photos of their favorite hip hop stars visiting MTV that week with MTV.com's own "Autographizer."





MTV's "Direct Effect Presents: Straight Up Hip Hop All Week" is sponsored by Boost Mobile.