

1 Hip-Hop Crown Goes to 'NEW JOC CITY'

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Wednesday, 14 June 2006 06:22 -

Poised as Atlanta's next major rap star, with the #1 debut of "NEW JOC CITY," Yung Joc has emerged fully grown into hip-hop culture's mainstream.

Hip-hop recording rap artist Yung Joc has scored the #1 spot on Billboard's Top R&B/Hip-Hop Albums and Top Rap Albums charts with his debut set, "NEW JOC CITY." The album also debuted in the #3 spot on the Billboard 200.

"NEW JOC CITY" features groundbreaking software that gives consumers the ability to choose their own ringtone edit from any section of any song on the album. The CD will include the UrTone player, developed by ID Interactive Inc., which will allow exclusive access to create personalized ringtones and send them straight to a mobile phone.

"NEW JOC CITY" features the smash hip-hop single, "It's Goin' Down," which is now in its fifth consecutive week at #1 at Urban radio nationwide, and its second week at #1 at CHR/Rhythmic stations. The companion hip-hop video for "It's Goin' Down" is the #1 most-played video on BET, where Yung Joc is a "Rated Next" artist, as well as in Big Ten rotation on MTV and Elite 8 rotation on MTV2.

Leading up to the release of "NEW JOC CITY," Yung Joc collaborated with hip-hops DJ Drama on the "WELCOME TO MY BLOCK GANGSTA GRILLZ" mix-CD. Next up will be the second track from "NEW JOC CITY," the self-produced "I Know You See It." The hip-hop video, directed by Flyy Kai, will premiere during Joc's MTV2 "Sucker Free Sunday" hosting slot as a "Making Of" on 7/16.

After grinding in the streets and doing what he had to do to maintain his rap credibility, the College Park/SWATS-bred MC is getting his chance to shine through the tutelage of Block Entertainment/Bad Boy South.