

Bad Guy Attacks 50 Cent

Written by Robert ID964

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Say hi to the bad guy, better known in underground hip-hop rap circles as SANG. The barrel-chested CEO of Black Trump Entertainment is preparing to unleash his much-anticipated solo debut, *Say Hi 2 Tha Bad Guy*, on March 8th. The artist/label boss is best known for 2002's Explosive motion picture soundtrack featuring various artists from the South and West Coast and his starring role in 2003's *Deep In Tha Game* (Spartan Home Entertainment), which he also directed. "It's a movie that me, MC Breed and Leroy McMath -- [who] runs Power Records -- all executive-produced," says Sang. "It's the same street story that you get, but it's coming from different angles."

A hustler by nature, Sang is now setting his sights on bigger fish with Bad Guy's controversial first single, "All Eyez On Me '05" -- a venomous attack on multiplatinum rap star 50 Cent. "We got a lot of false people representing the game the wrong way," says the Southern Indiana native, who is one of 32 children sired by a pimp. "They got it to where real street cats couldn't get in the game because [its] molded around fake people. Like instant gangsters, people just talking about stuff and probably ain't even seen [it]."

Sang insists the West Coast-influenced "All Eyez," which features blistering verses from Black Trump artists Pump and Vrnex, is not a "gimmick" to sell records.

"[I'm] coming from the angle of a disappointed fan," says Sang. "It's pretty much personal [to me], but it ain't so much [about] 50 Cent. It's everybody that's reppin' it they way he's reppin' it."

Sang points to 50 Cent's apparent hypocrisy as his reason for penning "All Eyez."

"We all was rooting for the underdog when [50] came in and Ja Rule had gotten kinda watered-down and commercial. We was all rooting like, 'Okay, hopefully he's the streets.' He came in with the street uniform, but when it all unfolded, he wasn't who we thought he was. He kinda snuck in the game lookin' like a real street cat, but when it all unfolded, he was just as soft as Ja Rule."

Next up for Black Trump Entertainment is a Hip-Hop documentary called *Independentz Day: The Beat Iz N Tha Streetz*, which will feature some of the industry's biggest names sharing their

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advice, secrets and tips for aspiring artists and CEOs serious about breaking into the cutthroat music business. This summer, Sang will tour selected cities in support of Say Hi 2 Tha Bad Guy.

Check back for more news from Black Trump Entertainment.