

International rap star Jin gets ready to release his new album “ABC”

Rapper extraordinaire, freestyle champion and former Ruff Ryders artist **Jin** is preparing for the release of his new album, *ABC*- which stands for “**American Born Chinese.**” The album is a musical biography of what it’s like to grow up in America while still staying true to his Chinese cultural heritage. Thus the interesting title of the album and the unusual album cover that provides snap shots from his childhood. *ABC* is one of the most ambitious albums of Jin’s career- it is rapped exclusively in Cantonese!

Jin says that even though the album is not in English he feels that the theme of the project is universal and will appeal to hip hop heads everywhere. Jin explains, “It balances where you were born with your heritage. There has never been an album like this and no one Chinese American that has ever done it.” Besides cementing his place in the global hip hop scene, and showcasing his bilingual rhyming ability the beats on the album are some incredible beats. All of the production on *ABC* is by LA’s **Far East Movement**, two producers that provide an amazing backdrop to the album with a classic hip hop sound and fat drum tracks. Of course the record is chock full of Jin’s clever, trademark lyrics, with songs that detail his love and passion for rap music, his career road blocks, Hong Kong, the current fascination with Bathing Ape, a plethora of other topics and even a Dim Sum anthem.

Most hip hop fans are familiar with Jin from his consecutive winning streak on BET’s 106 and Park. He rhymed his way into the hearts of millions and went on to become the freestyle champion of “Fight Club” coming home with cash prizes and more. Jin released his debut album *The Rest Is History*, and sold 200,000 copies worldwide.

With **MTV Chi**, **MTV Asia**, **MTV China**, **MTV Taiwan**, and **MTV Hong Kong** coming on board to support the project and debuting the video for *ABC*, Jin has the potential to not only reach not only his fans in the U.S. but also 100s of millions of Asian fans.

The album will be released by **Crafty Catch**, his company with partners **Kamel Pratt Carl Choi**, in conjunction with **Raptivism Records**. **Imperial Records**, the new urban marketing division of **EMI/Caroline** will provide marketing support.

www.myspace.com/therealjin

www.abcjin.com

About Imperial Records is a label and artist development division that is a part of Caroline/EMI. The company is designed as a catalyst to help develop new labels and as a breeding ground for new talent. Imperial will work closely with emerging artist to make sure that each project is successful. The label group will market and promote each release all the way from the grass roots level to the top of the charts. Some of the services that Imperial will provide include publicity, radio promotion, street team

promotions, sales management, product management and on-line marketing. Imperial will also handle additional resources to urban artist within EMI's major labels in the United States, including Capitol and Virgin.

About Raptivism Raptivism is an independent urban label founded in 1998 by Vincent Merry and Rishi Nath. They are known for discovering underground artist and releasing critically acclaimed music rooted in social and political consciousness. Raptivism's earlier releases include landmark albums from Dead Prez, Zion I and Shabaam Sahdeeq. Raptivism has an existing catalog of over 25 CDs and DVDs.

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