

LABTEKWON

"THE GHETTO DAI LAI LAMA V.777" CD



LABTEKWON THE GHETTO DAI LAI LAMA V.777



Cat#: DFM-U-078

Format: CD-EXT (72 min.)

Price: \$7.99 distro/ \$8.49 Store

Ship Date: 4/11/06

Street Date: 4/25/06

UPC Code: 6 13285 01782 5

TRACK LISTING

- | | |
|-------------------------------------|--------------------------------------|
| 1. Peace God | 13. Sex Machine |
| 2. Due Time | 14. King Very Vicious |
| 3. Groove God | 15. Uhnnn Huhnnn |
| 4. Dark Shadows | 16. Real Emcee |
| 5. The Gift | 17. Ghetto Wildflower |
| 6. Nile Child's Revenge | 18. Shangri La |
| 7. Word Is Bond | 19. Rebirth of Black |
| 8. Shedrach Meeshak
and Abendago | 20. African Rhythm
American Blues |
| 9. Choose Life | 21. Malcolm X Music |
| 10. Nigga Loverz | 22. Windows |
| 11. IC | 23. Existentialism |
| 12. Anotha Day | |

"Fresh & unique since his start in the late '80s... contemporary of **Tribe Called Quest** and **KRS-One**, and in a league with **Wu Tang & Rakim**." – Julianne Shepherd (Vibe, Spin, XLR8R)

"Hip hop's next national champion...qualified to join rap's elite alongside **Mos Def**." – *InSide V*

"The **Thelonious Monk** of hip-hop...way ahead of this rap game." – **Chuck D (Public Enemy)**

OVERVIEW

The rise to international acclaim that Omar Akbar (AKA **Labtekwn**) has achieved in his long career as rapper, writer, and producer is an impressive story. Originally known best for what *Alternative Press* called "Old-school feelgood hip hop as heavy on the funk as on the lyrical science," his highly successful 2002 album *Song of the Sovereign* (Mush Records) compiled 17 tracks from his entire back catalog of self-released CD-Rs. After years of hard work, the huge nationwide tour for that album, along with cLOUDDEAD, and three other Mush artists put him on the U.S. map. *Action Man* insightfully noted at the time that he had "accomplished something sought after by many artists: integrity, respect and an underground following." Lab could easily have given in to the pressures of success and signed away his future to the label that had helped bring it to him – but he refused, not wanting to "cash in" on a caricature of what he was doing at that moment in time.

Instead, he walked away to pursue his vision: a constantly evolving musical art form whose vibe is an unusual balance of beat-making, lyrical art, metaphysics, political context and afro-centric power. In the less than five years since that time he has created nearly ten more albums of material, including 2003's groundbreaking *Hustlaz Guide to the Universe*, which incorporated more free form jazz and more politicized lyrics, and 2004's *Avant God*, which explored hip hop's roots with live drums and an even angrier political stance. 2005 found Labtekwn dropping his first DVD, *The Ghetto Dai Lai Llama*, which offered up a 6-song sampling of stark streetscapes and graffiti narratives of Baltimore, and commentaries that showcased his unique hip-hop aesthetic. The DVD utilized inventive videography that stretches the boundaries of the medium, but more importantly it treated listeners to a visual component for his already acclaimed musical skills. For many of them who hadn't previously attended a live performance, this represented a first time to see him in action, including some of the hottest footage since 1982's acclaimed hip-hop culture documentary *Wildstyle*.

After the release of the DVD, Labtekwn took more than a year to remix and complete additional tracks for *The Ghetto Dai Lai Llama v.777*. The final version includes new versions of four of the six songs on the DVD: "Real Emcee", "Uhnnn Huhnnn", "Black Boogie", and "Ghetto Wildflower," along with 19 other tracks, all clocking in at just over 72 minutes. With this CD, Baltimore's most internationally acclaimed MC makes his groundbreaking jump into experimental urban mainstream. After nearly twenty albums, Labtekwn still insists on doing things his way. Respect.

SELLING POINTS

- *The Ghetto Dai Lai Llama TV EP DVD* release has now been out for nearly a year, promoting the Labtekwn image internationally. For his worldwide legion of fans, many of whom have never seen him perform, the DVD was the first opportunity to see him up close and personal and features a special exclusive version of the extremely controversial "Uhnnn Huhnn" video. An edited version of that video has been a favorite in daily rotation on **B.E.T. Uncut** since Feb. 7th, 2005.
- Labtek has been endorsed by hip-hop luminary Chuck D (of Public Enemy) as "the Thelonious Monk of hip-hop" and "way ahead of this rap game." The CD packaging features a sticker over the shrinkwrap with quotes from Chuck and other journalists/fans.
- Labtekwn has just completed an extensive West Coast 25-city tour in March 2006, and there has been poster (24" x 37") and flyer (4" x 6") publicity campaigns in each city. Listening stations are planned for May in stores across the U.S.
- Worldwide media campaign in progress servicing Labtekwn's cross cultural fan base, to magazines like *Urb*, *Wire*, *Copper Press*, *The Fader*, *Xlerator*, *Vibe*, *Big Takeover*, *Under The Radar*. Upcoming features are already planned in *Rime*, *GhettoBlaster*, *City Paper*, et al.



Distributed exclusively by **Morphius Records, Inc.**

100 E. 23rd St., Baltimore, MD 21218 info@morphius.com www.morphius.com
410-662-0112 tel. 410-662-0116 fax distributor rep: matt@morphius.com