

Last Update: 05/26/11

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Merchandise



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ARTIST: Curren\$y

TITLE: F-420 Basic T-Shirt Heather Grey (L)

Label: WBN/Warner Bros. Non-Music

Config & Selection #: MH 165737 L

Street Date: 05/24/11

Order Due Date: 05/04/11

UPC: 809731657398

Box Count: 12

Unit Per Set: 1

SRP: \$19

Alphabetize Under: C

OTHER SIZES:

MH:809731657381 F-420 Basic T-Shirt Heather Grey (M)(\$19)

MH:809731657411 F-420 Basic T-Shirt Heather Grey (2X)(\$20)

MH:809731657404 F-420 Basic T-Shirt Heather Grey (XL)(\$19)

MH:809731657374 F-420 Basic T-Shirt Heather Grey (S)(\$19)



AVAILABLE MERCH



[Split Piece Basic T-Shirt Black](#)

DESIGN



ALBUM FACTS

Genre: Rap/Hip Hop

Description: IMPORTANT: This design is being solicited to help identify retail interest. Orders are due by 6/10/11.

If we do not reach a minimum order of 150 units total by 6/10, it will NOT be produced in which case any orders will be CANCELLED and a list of cancelled orders will be sent out via DA.

ARTIST & INFO

Hometown: New Orleans
New York

New Orleans rapper and Hip-Hop connoisseur **Curren\$y** thrives on making music on his own terms. With his "Jet Life" mantra about living life to the fullest, the savvy rhyme spitter (why do you think they call him "Spitta"?) is focused on a lyrical devotion to the truth and authenticity. It's because of this ethos that the man born Shante Anthony Franklin has transcended any regional rap stereotypes to become a favorite of bloggers, critics, fans and everyone in between. Now aligned with Warner Bros., the plan is to let Spitta be himself, but have even more people get acquainted with the Jet (Just Enjoy This Sh*t) Life.

Inspired by a litany of Hip-Hop heavyweights ("You're putting your voice on top of some shit, you gotta say something.")

including Slick Rick, Snoop Dogg, Camp Lo, DJ Quick, A Tribe Called Quest, OutKast and 8Ball & MJG, by 2002 the young **Curren\$y** took his talents to Master P. Signing a recording deal with No Limit Records, he was a member of the 504 Boyz. Only two years later, he switched over to Cash Money Records, becoming the marquee artist of Lil Wayne's then fledgling Young Money Records. The experience with the hometown labels taught him not only how to be a team player but about the type of artist he wanted to be.

Curren\$y went for self in late 2007 when he formally left the Young Money fold. He began releasing mixtapes (*Life At 30,000 Feet*, *Independence Day*, et al.) to let fans know his talents didn't go to waste when he was sitting on the shelf. Off the strength of his mixtapes, **Curren\$y** earned a spot on the 2009 Freshmen cover of *XXL Magazine* (December 2008 issue), labeling him as one of Hip-Hop's most promising acts.

To call **Curren\$y's** output of music prolific would be an understatement. In 2009 **Curren\$y** released *This Ain't No Mixtape*, via Amalgam Digital, and the same year released another album, *Jet Files*. He also aligned with ex-Roc-a-fella Records head honcho Dame Dash and his new DD172 venture. The result was in 2010, **Curren\$y** would again drop two albums, *Pilot Talk* and *Pilot Talk 2*, via Dash's DD172 label. Throughout this time Spitta was receiving acclaim for his music, and videos, as well as making moves with lifestyle and streetwear brands like Married to the Mob, LRG and Rocksmith. An avid automobile fan and collector, he also has a couple of car clubs (Boxed Sets with Chuck English from rap group the Cool Kids, and Cruise Life in New Orleans with his manager).

MARKETING POINTS

ARTIST CATALOG

LBL	SEL#	CFG	ARTIST	TITLE	UPC	SRP
WB	527406	CD	Curren\$y	Weekend At Burnie's (06/28/11)	093624958314	\$9.94