

RUGGED N RAW TRUTH SERUM

ALBUM OVERVIEW

It's finally here! The long awaited new album from NYC's own Rugged N Raw entitled *Truth Serum* — and he's got a few things set straight.

This album exposes Rugged N Raw's personal journey, with his raw, witty, "smashmouth" word play with a mix of humor and intelligence. In this day and age where music isn't projecting a feeling or speaking directly to it's listeners, Truth Serum allows the listener to allow themselves to be vulnerable, to be mad as hell, to be silly all with a pounding beat or metal guitar rip. The album is gritty with hard drums and melodies. Production by **DJ Static** (Rakim/Talib Kweli/Trin-I-Tee 5:7), **FredOnes** (Sonic Sum), **Skammadix** (MF Grimm/Reef The Lost Cauze/ Sabac Red), **Captin Planit** (Cymarshall Law/8thW1), **I.mpaq** (Hasan Salaam/Mala Reignz) are just a few of the producers who give Rugged N Raw his signature hard-hitting sound. Fellow emcees like **Hasan Salaam**, **HiCoup**, and **Homeboy Sandman**, compliment his sound and message throughout this album. It's no wonder RNR was the *2008 UNI (Unsigned N Indie) Award Winner For "Most Creative Rap Artist"* and current finalist in the *2008 DiscMakers Independent Music World Series*.

"Fresh to death in my brand X clothes" opens the first single "I'm Broke And Proud", which tells the story of RNR's daily life, struggling in this tough economy and throws out the typical flamboyant lifestyle other emcees try to masquerade. Rugged N Raw's lyrics range from lively to aggressive. Always honest and tells relatable stories, whether humorous or serious. No two songs are alike. He is a true versatile wordsmith with production to compliment his unique sound.

KEY SELLING POINTS

- "Most Creative Rap Artist" Award @ 1st Annual UNI Awards (Unsigned N Indie).
- Current finalist in the *2008 DiscMakers Independent Music World Series*.
- Production by:
DJ Static (Rakim's "It's Nothing" / Talib Kweli & Jean Grae "The Ones"), **Skammadix** (MF Grimm/Reef The Lost Cauze/ Sabac Red), **FredOnes** (Sonic Sum), and more.
- Album feautres by: **Hasan Salaam**, **HiCoup**, **Homeboy Sandman**, and **URL**
- Album reviews by: Adam Bernard (XXL/Source), WaxPoetics, Hip Hop Linguistics, Connex List, and more.
- Truth Serum Fall Tour which includes: Baltimore Music Conference, NYC, NJ, NC, FL, and TN. (Additional locations pending).

KEY MARKETS

- All major US cities

RECOMMENDED IF YOU LIKE

- Big L., KRS-One, Poison Pen, Akir, Redman, Wu-Tang Clan, Rakim, Pharoahe Monch.

RADIO CAMPAIGN

- National College and International Radio

DIGITAL DOWNLOADS

- iTunes, Napster, Rhapsody, E-Music, Sony Connect, CD Baby, and www.ruggednraw.com

MARKETING CAMPAIGN

- MySpace, Facebook, YouTube, ads, web banners, e-flyers, links, printed flyers, posters, stickers, t-shirts, etc.



RELEASE DATE **08.08.08**

TRACK LISTING

01. **Truth Serum Preface** | Produced by DJ Static
02. **Smashmouth Music** | Produced by JJ The Jenius
03. **Drama** | Produced by Rugged N Raw
04. **I'm Broke And Proud** featuring **Hasan Salaam** | Produced by DJ Static
05. **All The Way** | Produced by DJ Static
06. **What A Night** | Produced by Remot
07. **That's What It Is** featuring **HiCoup** | Produced by DJ Static
08. **Life's Purpose** | Produced by Rugged N Raw
09. **New Life** | Produced by Captin Planit
10. **The Ultimate** | Produced by I.mpaq
11. **Love Man** | Produced by Rugged N Raw
12. **NY To NC** featuring **URL** | Produced by Skammadix
13. **Locked Away** featuring **Homeboy Sandman** | Produced by Rugged N Raw
14. **I'll Stay** | Music Arranged by Rugged N Raw
15. **I Can't Take It** | Produced by FredOnes

PRICE CODE • AN / \$10.00

PACKAGE • Jewel Case

GENRE • Hip Hop / Rap

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