

Bubba Sparxxx

BUBBA SPARXXX & NEW SOUTH ENTERTAINMENT PRESENT *THE TAKE OFF* INCLUDES THE 1ST SINGLE "BEATN' DOWN YOUR BLOCK"

Over the course of 3 ground breaking and sometimes astonishing album releases, Bubba Sparxxx has claimed a lane all his own by releasing music that is both uncompromising and also ahead of its time. Since his 2006 release *Charm* (Virgin), Bubba has spent the last 2+ years in the studio amassing a giant library of new music. Ramping into his forthcoming new studio album, *The Impolite Gentleman*, Bubba has taken a small detour by deciding to release this electrifying new compilation album which features him on most of the cuts, alongside long time friends and peers like Pastor Troy, Killer Mike, Paul Wall and many more. *The Take Off* features the grimmer side of Bubba's sound and also features a handful of exciting regional radio records from artists that he has helped cultivate over the years.

SELLING POINTS & MARKETING

- Bubba Sparxxx has sold over 1.2 million albums and 700,000 digital singles.
- Each of Bubba's albums has debuted in the Top 10 on the *Billboard* chart
- This new compilation release features incendiary new music to appeal to Bubba's more lyrical/street fans.
- Over 65,000 active MySpace fans. Massive digital marketing activity planned for the release.

HOME TOWN MARKET:

Atlanta, GA

KEY DMA MARKETS

1. Los Angeles, CA
2. Atlanta, GA
3. New York, NY
4. Washington D.C.
5. Philadelphia, PA
6. Chicago, IL
7. Phoenix, AZ
8. Dallas, TX
9. Detroit, MI
10. San Francisco

RADIO & VIDEO


- 1st National single is "Beatn' Down The Block".
- This new compilation will include a handful of singles that will work in different radio markets in the U.S.

FOR FANS OF:

Kid Rock, Eminem, Everlast, Uncle Kracker, OutKast

PREVIEW NEW MUSIC AT: MYSPACE.COM/BUBBASPARXXX

IN-STORES 4.7.09

CD		0 99923 44932 4	
	Selection#: KOC-CD-4493	MSRP: AR/\$17.98	
	File Under: Bubba Sparxxx/Rap	Box Lot: 30	
	PARENTAL ADVISORY EXPLICIT CONTENT		Standard Jewel



New Releases

Street Date: 4/7/09