

IN-STORES
SEPTEMBER 16, 2008!

DJ KHALED WE GLOBAL

INCLUDES THE NEW SMASH SINGLE, "OUT HERE GRINDIN"
FEATURING AKON, LIL BOOSIE, RICK ROSS, YOUNG JEEZY,
PLIES, TRICK DADDY & ACE HOOD

DJ Khaled says... "OUT HERE GRINDIN" is the biggest record in the streets!! This will be the anthem for '08!! I do this for the streets!!! WE GLOBAL!!!! This record is for the people!!!"

Since moving to Miami, DJ Khaled has become THE gatekeeper of the Sunshine State sound. His on-air gig co-hosting The Takeover on 99 Jamz continually breaks new talent. His past 2 chart topping albums *Listenn...The Album* and 2007's *We The Best* are jam-packed with massive hits and he also manages emerging super-star producers The Runners while producing hits himself (as Beat Novocaine) for the likes of Fabolous, Fat Joe, DTP and many more. Since recently adding Executive stripes to his brand with the addition of a new record label imprint to (We The Best Music Group), Khaled is finally ready to unleash his third album.

The new blockbuster album, *We Global*, is the much-anticipated follow-up to *We The Best* which spawned the 2 mega hits, "We Takin' Over" and "I'm So Hood." As Khaled likes to say... "We're takin' over together!"

KHALED'S KEY DMA MARKETS

1. New York, NY
2. Atlanta, GA
3. Miami, FL
4. Los Angeles, CA
5. Philadelphia, PA
6. Washington, DC
7. Chicago, IL
8. Boston
9. Detroit, MI
10. Baltimore, MD
11. Houston, TX
12. Orlando-Daytona, FL

DJ KHALED'S HOME TOWN MARKET IS:

Miami, FL

SALES HISTORY

- 2007's *We The Best* debuted at #8 on the Billboard Top 200, selling 80,000 units week 1.
- Over 555,000 combined units sold since joining the KOCH Records family.
- Over 3 million digital transactions in the last year alone.
- New single "Out Here Grindin'" hit #1 on iTunes hip-hop chart, #12 overall 2nd week out.
- Over 80,000 digital singles sold in 14 days!

ABOUT WE GLOBAL

- *We Global* will feature a collection of all star collaborations Kanye West, Fabolous, Fat Joe, Nas, Sean Paul, Busta Rhymes, Flo-Rida, Akon, Rick Ross, Young Jeezy, Trick Daddy and many more to be announced.
- Album producers include The Runners, Danja, Nasty, The Incredibles, Cool and Dre, and Beat Novocaine.

KOCH
records



RADIO PROMO

- 1st single "Out Here Grindin'" went for adds 6/23-6/24/08 where it was #1 MOST ADDED out of the box.
- Already at 1200 spins, 33* bullet, 2 weeks after add date
- New album will go 3 singles deep like the 2 previous studio albums did.

VIDEO PROMO

- A video for "Out Here Grindin'" was shot and Directed by Gil Green (Akon, Rick Ross, G-Unit).
- Khaled performed "Out Here Grindin'" on B.E.T.'s *106 & Park* 6/23/08 and also performed on the B.E.T. Awards.
- Khaled was nominated for multiple B.E.T. video music awards this past year.
- Appearances/walk-ons already locked-in for MTV's *DMX*, MTV2's *Sucka Free Sunday*, *Rap City* & *106 & Park* around/nearing street date.
- Following B.E.T., MTV, MTV2 and MTV Jamz, the video will rollout in quick succession on every major web portal with home page positioning already secured.

DIGITAL MARKETING

- With over 359,000 friends, www.myspace.com/djkhaled is the key destination for all things Khaled.
- Exclusive Mobile content, Ringtones, Voicetones, Buddy Icons, Wallpaper, Ecards will be created for this release beginning in July.
- Expect to see massive editorial & promotions with MySpace, OnSmash, SOHH, Yahoo, AOL, iTunes, AllHipHop.com, Rolling Stone.com and all major music destinations.

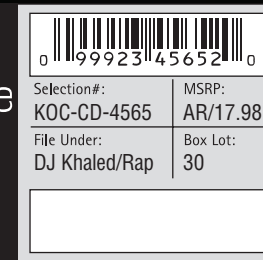
PRESS

- Khaled was recently featured on the cover of the July issue of XXL.
- Expect to see major features and reviews in The Source, Vibe, The Fader, Rolling Stone, Entertainment Weekly, Blender, Complex, Ozone, The Miami Herald, U.S.A. Today and many more.

FOR CONSUMERS WHO LIKE: Rick Ross, T.I., Young Jeezy, Lil' Wayne, Birdman, The Game, Jadakiss, Fat Joe, Ludacris.

www.kochrecords.com

www.myspace.com/djkhaled



New Releases

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Street Date: 9/16/08