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LONG STORY LONGER

Project featuring Ras Kass, Swifty McVay, MRK SX,
& Yukmouth will be released by LSL on October 15.



An executive producer and song A&R out of Detroit is making sure that artists keep up with the current climate and sound of the music. **LaBront "LB" Askew's** vision is to make a long story longer. His "Long Story Longer" production company currently works with **Yukmouth**, a member of the platinum-selling and Grammy-nominated group called Luniz most popular for the single titled, "I Got 5 on It." He also works with hip hop legend **Ras Kass** of The HRSMN, **Swift McVay** of rap group D12, and up-and-coming MC and producer **MRK SX**. They will release their first collaborative project in the fall.



"Many artists, old and new, mistakenly make the same type of music that they're used to making or that their fans are used to," said LB. "That's one of the reasons artists can't grow their fan bases or lose the attention of current fans."

Long Story Longer provides artists with a more contemporary sound while maintaining the artist's art and integrity. The company's versatility allows them to work with already established artists, legacy artists and also up-and-coming artists. The goal is to change the game one hit at a time.

LB got his start in the industry as a manager for D12's Swifty McVay. He and McVay had been friends for years when he called upon him to help with his brother-in-law's dream of being a rapper.

"McVay saw that I had vision and was business-minded," says LB. "He gave me the opportunity to manage him."

LB soon realized there was much more to artist management than he realized.

"It's a lot of pressure to have someone entrust their career to you," says LB. "There was a lot of paperwork, networking and negotiating that I had to do on his behalf."

LB says there were times he would have rather



been in the studio working on the production side of things--which came more naturally to him.

"Production has always been my niche," he said. "I love being in the studio, selecting beats and working with artists."

On October 15, Long Story Longer will release the "Long Story Longer" music project with long-time fans and new listeners in mind. LB spent seven months listening to hundreds of beats in consideration of the artists. The project will be available digitally but will have

have physical CD distribution and vinyl copies.

"It's important to me and to the artists I work with to give fans collectibles--something they can have for years to come," said LB.

They will also have performance show dates to connect with young and older fans while promoting the project.

The project is full of hits," said LB. "When the

world listens to this project, they'll be pleasantly surprised to hear these guys going in on this type of production."



LB(left) is pictured with Crooked I (KXNG Crooked) (right).

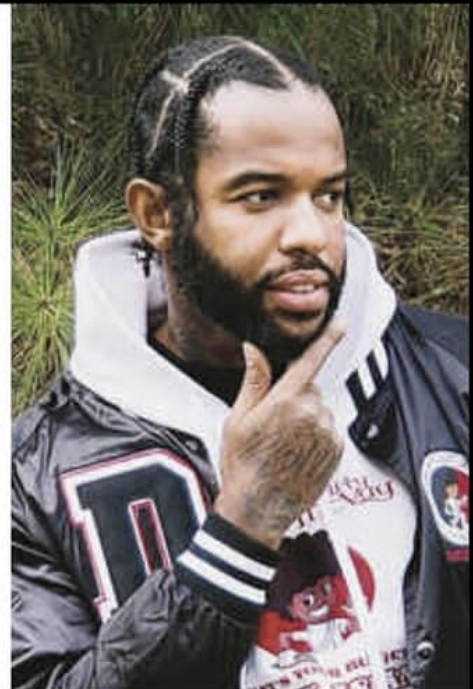
ARTIST HIGHLIGHTS

MRK SX

MRX SX of Detroit, MI has many talents that allow him to be a true force in the entertainment industry. The MC-singer-producer-engineer-videographer got his start in the music business producing music for Shady Records alumni Swifty McVay, Stat Quo, Bobby Creekwater and Cashis.

He helped to produce records for Grammy Award winning artists Killer Mike, Arrested Development, Nappy Roots and many others. He also has background work with the FX show "Atlanta." He has worked with everyone in the "Long Story Longer" production group. MRK SX has also worked with Royce Da 5'9 and Crooked I. He's excited for the upcoming project to be released.

"We're figuring out how to gauge this thing," said MRK SX. "Nobody really knows what old school is anymore."



SWIFTY MCVAY

As a member of Detroit's D12 rap group, Swifty McVay gained mainstream success. D12 had chart-topping albums in the U.S., U.K. and Australia during the early 2000s. The group released "Devil's Night," and "D12" which gave life to the hits "Fight Music," "Purple Pills," "My Band," "How Come" and "Sh*t on You." Both album projects were certified double platinum by the Recording Industry Association of America.

The group won the MTV Europe Music Award for Best Hip-Hop Act. McVay also achieved solo success as a composer



My personal experience of working with LB has always been exceptional. LB helped A&R the songs "Chop It Up" and "My Lady." Both songs came out dope and it was his ear for beats that added so much value. LB is a good guy to have on any team."

-Crooked I
(KXNG Crooked)



CONNECT

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YUKMOUTH

Yukmouth is a member of rap duo Luniz and Grammy-nominated for a 1997 record called "Stomp" and "The Juke Joint." Luniz recorded the multi-platinum selling weed anthem, "I Got 5 on It." He signed a solo record deal with J-Prince's Rap-a-lot Records and subsequently released four albums. His double album debut entitled "Thugged Out: The Albulation" went gold. He launched his own record label, Smoke-a-Lot Records. He has released DVDs and compilation albums such as the United Ghettos of America series.

Yukmouth says that being in the studio working with the other artists has been great for his creative process.

"It's competitive," he said. "You're around dope artists and lyricists so it's always a learning process."

He says that this go-round in his music career, he's grateful that hip-hop isn't a 2nd-rate music genre.

"I like that hip hop is the #1 genre in the world," said Yukmouth. "It's what we aimed to do from the beginning-to put hip hop at the forefront."



RAS KASS

Ras Kass of hip hop supergroup The HRSMN sent shockwaves through the hip hop industry with "Remain Anonymous," his debut independent single. It earned him a Hip-Hop Quotable in The Source Magazine. Before signing with Priority/EMI Records, Ras Kass guest appeared on several records and delivered powerful freestyles on numerous radio shows. It gained the lyricist much notoriety.

