



Title: Loaded
 Artist: Busy Signal
 Catalog #: VP1826
 File Under: Dancehall/ Reggae
 Release Date: September 9, 2008
 Orders Due: August 20, 2008
 Box Lot: 30
 Digital UPC: 054645182669
 Price Code: 1598



OVERVIEW

- Endorsed by dancehall veteran Bounty Killer, Busy Signal broke through with the 2005 hit 'Step Out' extolling a Gangsta point of view.
- Re-inventing himself with a string of hits including 'Not Going Down', 'Born & Grow' & '(Nah Go) Jail' in 2008, Busy Signal is 'loaded' with strong hooks & solid tracks.
- Anticipation for the new album is fueled by Busy Signal's current domination of hits in Jamaican dancehall
- Other notable tracks include; 'Unknown Number', 'Wine Pon Di Edge' and 'These Are The Days'

TRACK LISTING

1. Jail
2. Wine Pon Di Edge
3. Unknown Number
4. Hey Girl
5. Real Jamaican featuring Mykal Roze
6. No Escape
7. People So Evil
8. Tic Tac
9. Cool Baby
10. These Are The Days
11. Murderer featuring Alborosie
12. Face Life featuring Demarco
13. Never Let You Go
14. My World

MARKETING & PROMOTION

Consumer: Print ads in cutting edge/ urban lifestyle magazines. Street & viral campaign underway
Radio: Commercial spots and pre-release promotions to run with core outlets at album launch -stations TBA
Video: 'Jail' serviced to core outlets video shoot for first US single 'Tic Toc' TBA
Press: Long lead press serviced for features & reviews listening event with The Fader Magazine in NYC - TBC
Web: Banner ads and promotions target reggae websites www.dancehallreggae.com, www.yardflex.com, urban music and lifestyle sites; www.allhiphop.com, www.hiphopgame.com, www.blocksavvy.com, www.myspace.com/onebusysignal
Sales: Key SoundScan markets NYC, Miami, Boston, Atlanta, Norfolk, and Richmond



www.vprecords.com www.vpreggae.com

VPNY TOLL FREE: 1-800-441-4041
 VPFL TOLL FREE: 1-800-741-4744

