



## LOADED LUX — BIOGRAPHY

Loaded Lux is the world's premier battle rapper. The Harlem-born talent has revolutionized an entire art form with a superlative level of lyrical talent and lifelong dedication to his craft. Poised for crossover stardom as he transitions to fully-fledged artist and makes power moves in entertainment, fashion and more, Loaded Lux is truly one to watch.

"I've been putting in a lot of work for battle rap for as long as I can remember, because it's something I love and believe is the salvation of hip-hop," Lux says. "It's so dope people are captivated by it. There's no pinnacle for us; it's as far as we can take it."

Widely regarded as the last bastion of lyricism in hip-hop, battle rap has grown from a clandestine community quarterbacked by street poets like Lux to a financially lucrative enterprise. Revered by an international fanbase and respected by his industry peers, Loaded Lux is not only far from satisfied with his current success, he's about to take it to new heights.

"I'm overwhelmed with my progress thus far," Lux says. "Everything I've done to this point leaves me in the incredible position I'm in now, ready for what's up next."

Loaded Lux rose to fame a decade ago in the pioneering, street-oriented *SMACK* DVD series. After taking time away from the spotlight to establish his own battle league, Lionz Den, his triumphant comeback to the stage came via the *Summer Madness 2* event in 2012, a headlining showdown with fans like Diddy and Busta Rhymes in attendance. It saw Lux's trademark vernacular (instantly recognizable catchphrases "You Gon' Get This Work!" and "Beloved") immortalized, with heavyweights like Jay-Z paying tribute on social media. The three-round bout has since scored over 3.5 million YouTube views and given the art form its most mainstream look since BET's *106 & Park* program launched "Freestyle Fridays" (a contest which in 2007 Lux won for seven weeks straight, ultimately being inducted into the show's Hall of Fame).

"I believe Loaded Lux has another calling in life," offers Kendrick Lamar, one of hip-hop's most popular acts and a self-confessed fan. "Not just to rap. But something more."

In January 2014, Lux took on Hollow Da Don in what was described as the best battle rap matchup of all time. With the venue full of thousands of rabid fans, Lux displayed his business acumen by not only being paid the highest amount in the culture's history

to participate, but partnering with event organizers UW Battle League to have the show live-streamed with a Pay Per View component. He's currently one of the main attractions for reality TV series *Total Slaughter*, a talent show conceptualized by Eminem's Shady Records and spearheaded by rap crew Slaughterhouse. And not only is he preparing the follow-up to his critically acclaimed debut album *Beloved*, Lux is soon to roll out a new development to his Lionz Den brand set to change the world of battle rap once again.

"I'm excited for the opportunity to now have a broader voice to express myself," Lux says. "I'm taking battle culture to another level in the music industry, both as an artist and as a man becoming savvy with the business aspect of the game."

Making the leap from the most notable name in an underground street culture to a respected mainstay in popular culture isn't the easiest task, but Loaded Lux is destined for it. Now watch him work.

## HIGHLIGHTS:

- **Television:** BET (*106 & Park*, *Rap City*, *The Backroom*), FUSE, MTV Jams (*RapFix*).
- **Radio:** SiriusXM (*The Howard Stern Show*, *Hip Hop Nation*, *Shade 45*), Power 105.1 (*The Breakfast Club*), Hot 97 (*The Morning Show*).
- **Film:** *The Lionz Den*, Presented By Loaded Lux and DJ Kid Capri [14<sup>th</sup> Annual Urbanworld Film Festival Selection, 2010]
- **YouTube:** Featured in 30 videos with over seven (7) million combined views. Subscribers: 10.5K, Channel Views: 1,214,970.
- **Editorial:** *The Source*, *XXL*, *VIBE*, *Lifeandtimes.com*
- **Music Sales:** Sold over 200k street units in the past five years
- **Discography:**
  - **Singles:** "True Love"; "Rite (Remix)" featuring Method Man & Redman; "You Can" featuring Fred The Godson & Jadakiss; "K.I.L.L.A.S" featuring Fat Trel, "Krazy Arthur"; "You'll Neva Win".
  - **Mixtapes:** *The Bad Man's Back* [2007]; *Get Ya Tapes Ready* [2010]; *Fastest Way To Harlem* [2010]; *1988 Crack Era* [2011]; *Off With Their Heads* [2011]; *You Gon' Get This Work* [2013].
  - **Albums:** *Beloved* [2012], *Beloved 2* [2014]
- **Demographic:** Battle Rap has a global audience of predominantly male fans aged 14-35 from urban and suburban communities.

## SOCIAL MEDIA:

- Twitter: @IamLoadedLux [45.1K Followers]
- Instagram: @IamLoadedLux [22.3K Followers]
- Facebook: @IamLoadedLux [4.6K Likes]