

MARKETING

PUBLICITY

Pre-Album Promotion tied into appearances throughout home base, regional and national venues and spring/summer events.

March 20 speaker/performer **New Line Cinema** "Take The Lead", **DEPTH Magazine** Youth Intern Program (1000 in attendance) Appearance and performance with **J Records** recording artist **Shawn Kane's Showcase**, March 20 @ the Last Call in home base. Autograph session during **New Line Cinema's** Toledo sneak preview screening of "Take The Lead" starring **Antonio Banderas**

PERFORMANCE

Performances and Appearances with **Juvenile @ Club Chocolate** in **Atlanta, Georgia**, April 1, 2006. Featured performer **Joe Jackson's Hip Hop Bootcamp @ Club Bijou** in **Toledo, Ohio**, April 20, 2006. Performance and Appearances with **Three 6 Mafia @ The Myth Club** in **Minneapolis/St Paul, Minnesota**, April 27, 2006

PRINT

Cover Feature of **DEPTH Magazine** National Review submissions for:

- Vibe
- The Source
- XXL
- The Ave
- Murderdog
- Ozone
- Sorrower's Truth
- San Francisco Spectrum
- Juicy

RADIO

June/July National Radio campaign with press kit mailings to Top 30 Arbitron stations, **XM/SIRIUS** Satellite Top 5 Hip Hop format programs. Local and Regional radio campaign with mailings to **Top 5 Regional City & Top 20 College** radio in NW & SE regions.

PROMOTION/ADVERTISING

Direct Street Team marketing in **Toledo, Dayton, Cleveland, Cincinnati, Houston, Dallas, LA, Chicago, DC, San Francisco, Atlanta, Philadelphia** and more.

ON-LINE

Review submissions to **HHDX, AllHipHop, SOHH, Sixshot** and others. Featured artist May/June 2006 Online Radio Station **First Class Hip Hop** www.firstclasshiphop.com. Promotions through website and epks.

INTERNATIONAL

European Promotional Tour in planning through **USAREUR Morale Welfare and Support & 86th Services Group Club System & AAFES (Army & Air Force Exchange Europe)**. Review, interview and mailings to **BOUNCE Magazine, Germany & RAP Magazine, Ireland**

CROSS PROMOTIONS

Interview and reviews with **-BLACKTV, -DETROIT RAPS TV, -STEP UP TOLEDO**

FILM

Artist album title track "Blow", "Keep Me" & new track "Raised This Way" will appear on the soundtrack of the **Soul River/Gant Pictures** film "Make It Funky", which **STR8 Caine** has also been cast in a performance role.

SPORTS

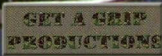
STR8 Caine will also be a featured performer at halftime and concert performances at **ABA LEAGUE** Basketball games throughout the **2006-2007 Season**.

ADVERTISING

National/Regional Radio Campaign. 10-City Snipe Campaign. On-line banners and on-line commercial advertising. Additional Outdoor Advertising in Top 20 Markets.

DETAIL

EYE/Best Buy consignment submissions throughout the US. NW & SE Regional consignment in **Allied Records, Freon Beats, Sound Asylum, Cheapo's, Applause, Record Exchange, Electric Fetus & Chicago Digital Online**



FOR ARTIST & BOOKING INFORMATION
CALL SLMG HOTLINE: 1-877-889-1846
OFFICE: 419-475-LORD (5673)
FAX: 419-574-4032
EMAIL: pr@slumlordmusic.com

SLUMLORD MUSIC GROUP
1.877.889.1846

Join the family
www.slumlordmusic.com