

Russell Simmons Calls Out To Bill O'Reilly, Rush Limbaugh And Stanley Crouch To Open Lines Of Communication With The Hip-Hop Community On GlobalGrind.com

Russell Simmons, newly appointed Editor-in-Chief of GlobalGrind.com (www.globalgrind.com), today called out to FOX News personality Bill O'Reilly, noted Premiere Radio syndicated personality Rush Limbaugh and American music/culture syndicated columnist and critic Stanley Crouch to write a personal blog geared to the hip-hop audience of artists, fans, and executives alike. Reaching an audience of millions, GlobalGrind.com welcomes the three noted critics of hip-hop culture to join their celebrity blogger initiative as a channel to voice their opinions and speak directly to the community.

Simmons currently has a blog on the front page of GlobalGrind.com announcing this call specifically to Bill O'Reilly and encourages the community to leave comments on his post to show their strong views and passion behind this topic. In his posting, Simmons states: "For far too long Bill has used The O' Reilly Factor on Fox News to spew inaccurate statements and ideological taunts about hip-hop. Rather than speaking indirectly to us using the code of right wing rhetoric, I am giving Bill O' Reilly a straight-up opportunity to come out of the Spin Zone and speak to millions of hip-hop supporters and leaders about whatever he may feel is important." (Full blog:

<http://globalgrind.com/content/380148/Russells-Blog-Calling-Out-Bill-OReilly/>)

Known for generally taunting aspects of the hip-hop culture, from lyrical content to actions by artists to their lack of positive influence on society, each personality has never spoken to this target audience with a direct approach and means in which the hip-hop community can directly respond back with their thoughts on the topics discussed and criticized. With the hip-hop generation responsible for the largest youth voter turnout in American history during this past election, Russell aims to give them a voice to show how they are making a difference and bridge the communication gap between them and personalities such as O'Reilly, Limbaugh and Crouch.

Global Grind recently announced a roster of celebrity bloggers featured on the site, ranging from the likes of artists as John Legend and Ne-Yo to industry executives such as Brett Ratner, film and music video director, and Kevin Liles, Executive Vice President of Warner Music Group. The site also features Reverend Run's widely anticipated Daily Words of Wisdom, political commentary by Dr. Benjamin Chavis and an array of guest bloggers such as Michael Steele, the Chairman of GOP, to post their thoughts and reactions to a variety of topics ranging from lifestyle, music, sports, politics and more. It allows celebrities to stay in tune with their fan base through a media platform that is linked to media, artist and social networking sites, while allowing users to get fresh content from their favorite celebrities/personalities and opinion leaders.

About Global Grind

Global Grind is a leading edge technology platform that enables users to discover the most current and broadest array of content of interest to them from all the leading sources on the web. It incorporates cutting-edge tools for search, discussion, rating, and sharing that enables celebrity bloggers to dramatically increase their connection to the more

than 40 million global hip hop fans. The capabilities include state-of-the-art integration with artist sites, media platforms and social network sites including MySpace and Facebook. Moreover, via Global Grind's Facebook Connect partnership, celebrity content and activity is automatically syndicated to the 150 million-strong Facebook network.

Launched in Jan 2008, Global Grind has partnered with more than 35 publisher sites, and reaches more than 1 million monthly unique visitors. It has established itself as a unique promoter of "The World According To Hip Hop" by working collaboratively with other leading and emerging sites of interest to the trend-breaking hip hop community. The company is headquartered in New York City and is privately held, with backing from Russell Simmons, private investors, and Accel Partners of Palo Alto, California. For more information, please visit www.globalgrind.com.