West Coast Rap Legend Mack 10 Releases New CD Soft White On 8/25/09

(Los Angeles, CA. â€" July 2, 2009) â€" West Coast gangster rap icon and Hoo-Banginâ€™ Entertainment label owner Mack 10 is preparing to set the summer ablaze with the release of his ninth CD, Soft White (Hoo-Bangin'/Fontana/Universal) on August 25, 2009. The first single â€œSo Sharpâ€ features two of hip-hopâ€™s biggest names, Lilâ€™ Wayne and Rick Ross. In addition to the heavyweight single, Mack Dimeâ€™s entire album boasts an all-star list of cameos, including Anthony Hamilton, J. Holiday, Akon, Birdman, Jim Jones, Jazze Pha, Red Cafe and Glasses Malone among others.

Mack 10 has had an amazing career as a member of Westside Connection with Ice Cube and WC, as a solo artist and as a label owner. He has sold nearly 3 million albums, his first three reaching gold and Bow Down (with Westside Connection) scoring platinum.

Powered by the hits â€œFoe Lifeâ€ and â€œOn Them Thangs,â€ the Inglewood native staked his claim in the rap game with his self-titled debut in 1995, which charted No. 2 on Billboardâ€™s Top R&B/Hip-Hop Albums chart. In 1996, Mack 10 joined Ice Cube and WC as Westside Connection to release the hip-hop classic Bow Down, one of the most respected and critically acclaimed albums of the 1990â€™s.

Mack 10â€™s second solo album, Based on a True Story (1997), featured the Top 40 hit, â€œBackyard Boogie.â€ The next year Mack 10 continued his reign of hits with â€œMoneyâ€™s Just a Touch Away,â€ featuring Gerald LeVert, from The Recipe, then delivered The Paper Route in 2000, but it was 2003 when Mack 10 double-teamed fans with a solo album on Cash Money Records, Ghetto, Gutter & Gangster, with the hit â€œLights Outâ€ and a Westside Connection reunion, Terrorist Threats (Capitol), which went gold powered by the single â€œGangsta Nation.â€

Now with Soft White, Mack 10 is ready to release his latest

masterpiece. "I went with that title because this album right here is just raw and uncut, it's just me" he says, "We had fun on this one and I had to bring them all out, I've been smiling all year."