

# Cash Money Gets “Down” With U.K. Sensation Jay Sean

LOS ANGELES, Aug. 11, 2009—Cash Money Records, the incredibly successful independent label started by Ronald “Slim” Williams and Bryan “Baby” Williams in the early ‘90s from the New Orleans projects, has yet another smash hit on its hands with U.K. Indian Pop star Jay Sean’s “Down,” a collaboration with Lil Wayne, which this week soared #63-6 on the Billboard Hot 100.

Drake, the red-hot rap phenom from Canada signed to Lil Wayne’s Young Money imprint, gives the Williams brothers two in the Top 6, as his red-hot single, “Best I Ever Had,” remains at #2. In all, Cash Money boasts four singles in the Top 25, including Birdman and Young Money.

In addition to its well-documented success with Lil Wayne and its first rock signing, Kevin Rudolf, Cash Money is now breaking such international talent as Jay Sean, a British-born Indian, who began performing at age 11 and spawned a series of hits in the U.K. like “Eyes on You” and “Stolen.” He is already a multi-platinum pop star in India, thanks to an appearance in the hit 2005 Bollywood film, Kya Kook Hain Hum, as well as in Poland, Portugal, Romania and Bulgaria.

Said Ronald “Slim” Williams: “It has been our goal from the beginning to move from a small, local, independent label into a world-wide major entertainment organization, and I think, with artists like Jaysean and Drake added to Lil Wayne, we have done just that.”

The Williams brothers signed a groundbreaking \$30 manufacturing and distribution deal with Universal Music Publishing in 1998 that allowed them to retain a large share

of the royalties and publishing revenue, as well as the rights to the master recordings.

Last year, Lil Wayne's Tha Carter III had the biggest debut week of the year, selling one million copies, garnering eight Grammy nominations and going on to win three awards, including Best Rap Album, Best Rap Song ("Lollipop") and Best Rap Solo Performance ("A Milli"). His new Cash Money imprint, Young Money, signed coveted Canadian rapper Drake to a deal after a spirited major label bidding war.

Cash Money recently marked the 10th anniversary of its groundbreaking deal with Universal Music Group, which over the years has produced hit albums by Juvenile, B.G., Turk, Big Tymers, Mannie Fresh, Hot Boys and Baby/Birdman, two of Bryan Williams' hip-hop alter egos. Bryan will release a new Baby album later this year. The label's latest success story includes Jay Sean as well as Drake, a Toronto actor (De Grassi High) whose first single, "Best I Ever Had," has climbed to #2 on the Billboard Hot 100.