

Cash Money Records' CEO's Respond To Lil Wayne's Tha Carter IV Going Number One



LOS ANGELES, CA-Sept. 7, 2011—"Cash Money Records recording artist Lil Wayne, who has been with Ronald "Slim" Williams and Bryan "Baby" Williams' New Orleans-based label since the very start of his career in the Hot Boys, has shattered the iTunes record for first-week album sales in just four days, moving more than 300k of his new album, Tha Carter IV.

The eagerly anticipated latest installment in the series, hit digital retailers right after Lil Wayne's closing performance of "How to Love" and "John" on the top-rated MTV Video Music Awards. The album sold 964k copies in its first week, according to SoundScan, challenging Tha Carter III's debut of 1.005 million in June, 2008.

"This is a tremendous accomplishment for Lil Wayne and everyone here at Cash Money," said Slim. "It's a tribute to the hard work and commitment he's shown from the very start."

"I consider him my son, part of the Cash Money family from the very start," added Baby. "One thing I've learned. No record is safe from him."

Tha Carter IV busted the previous record total of 290k set just a few weeks ago by fellow rappers Jay-Z and Kanye West's Watch the Throne album. Before that, the mark was held by Coldplay's Viva la Vida, which sold 282k digital copies in its first week. Lil Wayne's latest is expected to sell more than 375k in its first week at all digital

retailers.

Wayne's current single dominating radio formats is "She Will," featuring Drake, with "How to Love," "6 Foot 7 Foot" featuring Corey Gunz, with more tracks featuring cameos from T-Pain, Nas, Andre 3000, John Legend and Rick Ross, among others.

Lil Wayne's current "I Am Still Music Tour" will continue through the end of the summer

Lil Wayne's Tha Carter III has sold more than 3 million since it was 2008's top seller. The hip-hop icon, who has been associated with the Williams' Cash Money label since he was a teenager in the legendary group Hot Boys with B.G., Juvenile and Turk, took home a total of four awards for the album: Best Rap Album, Best Rap Solo Performance, Best Rap Performance by a Duo or Group, and Best Rap Song.

In 2009, Cash Money 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, Jay Sean, Chris Richardson and Baby/Birdman, two of Bryan Williams' hip-hop alter egos as well as its first-ever rock signing, Kevin Rudolph and its merchandising company YMCMB.