

New Boyz Prepare For Release of New Album “Too Cool To Care” In Stores Today



BURBANK, CA – May 17, 2010 – Rap duo Ben J and Legacy of the New Boyz are back with their sophomore release, Too Cool To Care, which will hit stores May 17, 2011 via Shotty/Warner Bros. Records.

The album's first single “Backseat” was inspired by the international club scene and enlists the help of electro-pop producers The Cataracs and their starlet Dev for a dance-floor banger. With 15 increases at Top 40, the song is now #18 on the Top 40 chart. The gold-selling “Backseat” marks the group's 4th consecutive Top 5 record at Rhythmic stations. Along with The Cataracs, DJ Khalil, Kane Beatz, Bei Maejor, and a host of other talented up-and-coming producers lend their talents to the wide-ranged album that is now a featured release on Walmart's online “Sound Check.”

Tracklisting is as follows:

1. Tough Kidz featuring Sabi
2. Crush On You featuring YG
3. Active Kings featuring Tyga
4. I Don't Care featuring Big Sean
5. Porn Star
6. Backseat featuring The Cataracs & Dev
7. Meet My Mom
8. Start Me Up
9. Better With The Lights Off
10. Magazine Girl
11. Break My Bank featuring Iyaz

12. Zonin'
13. Let U Leave
14. Can't Nobody featuring Shanell
15. Black Dress
16. Beautiful Dancer featuring Charlie Wilson

In addition to topping the charts with their latest single, the New Boyz, Rock the Vote, and Warner Bros hosted the Rock the Vote's "Democracy Class" along with voter registration rallies in Detroit, Cleveland and Cincinnati. "Democracy Class" is a one-class-period national program that uses pop culture, video, a classroom discussion and a mock election to teach young people the skills to navigate the elections process and engage as active citizens (www.democracyclass.com). More than 1,000 educators have committed to teach Rock the Vote's "Democracy Class" lesson to students this spring in a massive push towards civic engagement. The New Boyz simultaneously continue to promote the importance of individuality, originality and positive self-image with their "Too Cool To Care" anti-bullying PSAs.

The New Boyz also partnered with Funtactix, a worldwide developer and publisher of online worlds and social games, to develop "New Boyz: The WORLD," the official avatar-based social game for the hip-hop duo featuring Ben J and Legacy. The application is now live and open to fans through the New Boyz Official Facebook page. In the first of many "in-game" events, the New Boyz previewed a new track in the virtual world for the launch of the album. Fans can visit "New Boyz: The WORLD" today and jump into the video room to hear "Better With the Lights Off" featuring Chris Brown before the video launches in the coming weeks.

The New Boyz recently appeared on Fuel TV's "The Daily Habit" on 5/12 where they performed their hit single "Backseat" while causing a frenzy at KISS FM's Wango Tango show on 5/14. They will appear on BET's 106 and Park on 5/18 and perform at the highly coveted NOW-FM show on 5/20 before hosting an issue

release party in conjunction with YRB Magazine and pop sensation Jesse J.

The group debuted in the summer of 2009 with their viral hit single "You're A Jerk." The single not only peaked in the top 30 of the Billboard Hot 100 chart, but also brought the then regional jerkin' style to the national forefront, giving the duo national acclaim. This lead into the release of their debut studio album Skinny Jeanz & A Mic, "one of the year's most charming rap debuts, and certainly the least expected" (New York Times).

New Boyz Are Too Cool To Care On May 10th



Rap duo Ben J and Legacy of the New Boyz are back with their sophomore release Too Cool To Care which will hit stores May 10, 2011 via Shotty/Warner Bros. Records.

The album's first single "Backseat," inspired by the international club scene, enlists the help of electro-pop producers The Cataracs and their starlet Dev for a dance-floor banger. Along with The Cataracs, DJ Khalil, Kane, Bei Maejor, and a host of other talented up-and-coming producers lend their talents to the wide-ranged release. "This album is very different from the first one," confesses Ben J. "We really wanted to show ourselves as creative artists. A lot of people are going to be surprised."

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Children of the iPod era, the New Boyzâ€™like their peersâ€™represent a generation dedicated to pushing past draconian standards while searching for something new. â€œToo Cool To Care is not just an album, itâ€™s a movement. Itâ€™s about how weâ€™ve always gotten criticism from those who want to hate our fashion and style,â€ says Legacy. â€œBut weâ€™ve continued and will continue to do our thing and test our boundaries.â€ To coincide with the album release, a high school tour and series of â€œToo Cool To Careâ€ PSAâ€™s promoting the importance of individuality, originality and positive self-image are in the works.

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Considered by many to be a new generation of one-hit wonders, the group would go on to prove the opposition wrong with the release of their multi-platinum selling 2nd single, "Tie Me Down" featuring Ray J. The group may have initially been known as jerks, but the release of their pop-leaning 2nd single earned the duo their second Top 5 Rhythmic radio smash and would catapult the boys into a position of being a force to reckon with.

Since then they have toured alongside Chris Brown and Sean Kingston, caused nothing short of pandemonium in venues and malls across the nation, landed a role in Mario Van Peebles'™ 2011 film "We The Party," and have received BET Hip-Hop and Teen Choice Awards nominations for their respective "Best Group" categories.

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