

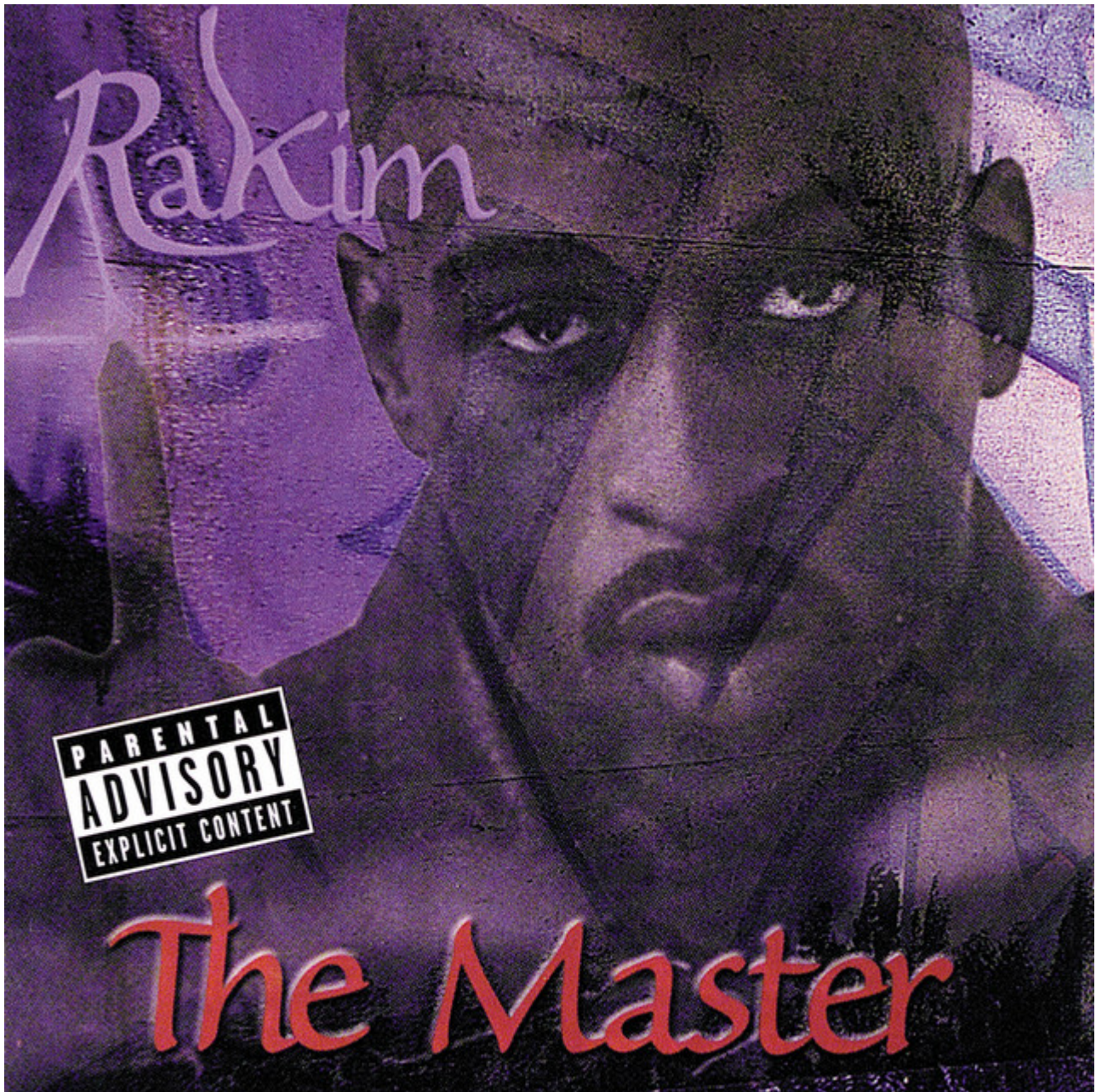
Rakim & Latto Don't Sweat The Technique

Watch Latto and Rakim bridge the gap in a conversation about hip-hop. Sprite Limelight has partnered with several artists around the world and this year they acknowledge the 50th anniversary of hip-hop. *Don't Sweat The Technique* is Rakim's fourth and last album with Eric B. Latto gives her twist to the lead track from the 1992 release. The rappers share their thoughts on the future of hip-hop while showing mutual respect for each other.

The Grammys Celebrate 50 Years Of Hip-Hop

Sunday night The Grammys celebrated 50 years of hip-hop with a lineup of some of the most prominent rappers of the genre. Grandmaster Flash, Melle Mel, Run DMC, DJ Jazzy Jeff, Queen Latifah, Salt-N-Pepa, Rakim, Mr. Scarface, Busta Rhymes, Too Short, Ice-T, Method Man, Lil Baby, GloRilla, LL Cool J and Public Enemy performed the compact tribute on the stage outfitted like 1520 Sedgwick Ave in the Bronx where DJ Kool Herc hosted the earliest hip-hop parties. Black Thought narrated the segment while The Roots provided the music. Questlove curated the evening and he, unfortunately, had to remove many artists because of time constraints.

Throwback: Rakim-When I B On Tha Mic



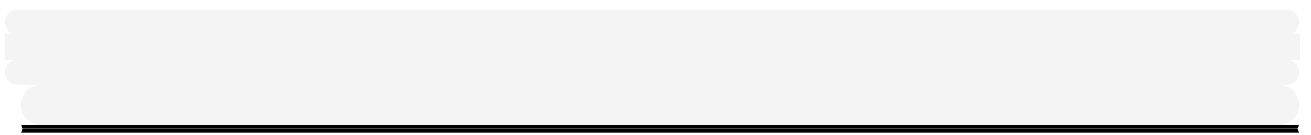
Rakim's second solo album *The Master* was released in 1999 and it was seven years after his last album with Eric B. DJ Premier produced "When I B On Tha Mic" and Rakim rapped winding word streams over the piano-heavy beat. Rakim gave a salute to street hustlers, women in the room and his own rap

stamina. The song reassured longtime fans that Rakim still possessed greatness and it was a boon to the solo part of his legacy. *The Master* gained more importance over time because it was Rakim's last album for the next 10 years. In 2022, Rakim appeared on Michael Patrick Kelly's song "Wonders."

Rakim is performing with Talib Kweli at the Blue Note in New York City on February 7th-9th with jazz pianist Bob James. Eric B. and Rakim will get their own action figures in the Spring of 2023.



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Rakim Thank You World Of Hip Hop Concert May 13th

Rakim announces his Thank You World Of Hip-Hop Concert that will be live-streamed on the Moment House platform. The show will air globally on May 13th and May 14th. Richie Dollaz of VH1 will host and DJ Flemingo will provide music.

Livestream Schedule By Territory

North + South America

May 13th, 6 PM PT / 9 PM ET

Asia, Australia & New Zealand

May 14th, 6 PM JST / 7 PM AEST

Europe, UK & Africa

May 14th, 6 PM BST