THE MIND OF CHRIS "LUDACRIS" BRIDGES



LUDACRIS: THE HIP HOP SUPERSTAR

GRAMMY® Award winner, Ludacris has grown from a hip hop superstar to a Hollywood film star, but music remains his passion. Since he released his debut album, "Back for the 1st Time," in 2001, Ludacris has sold more than 20 million albums worldwide. From his triple platinum sophomore release, "Word of Mouf," to his last studio album release, Release Therapy, which entered at #1 on the Billboard charts and won two GRAMMY® Awards in 2007 including Best Rap Album, the 30-year-old rapper has endeared himself to fans by becoming one of the most successful rap artists of his generation. Hit singles including "Area Codes", "Stand Up," "Chicken and Beer," "Money Maker," and "Runaway Love," display Ludacris' musical diversity and created a musical highway reserved just for him. Ludacris is currently in the studio putting the finishing touches on his highly anticipated concept album Theater of the Mind which is scheduled for release on October 21, 2008.

CHRIS BRIDGES: THE ACTOR

In his burgeoning film career, **Chris Bridges** took home both a Screen Actor Guild Award and a Critics' Choice Award for his performance in *Crash* and won rave reviews for his turn on NBC's *Law & Order: SVU* - a role he reprised in 2006. As an actor, Bridges has several current projects in the work including one television reality show on the new Planet Green Channel (running August – October) entitled BATTLEGROUND EARTH and two feature film projects due out in October of 2008 including Warner Brother's ROCKNROLLA directed by Guy Richie and co-starring Gerard Butler, Tom Wilkinson and Jeremy Piven and 20th Century Fox's MAX PAYNE starring opposite Mark Wahlberg, Mila Kunis & Beau Bridges.

CHRIS "LUDACRIS" BRIDGES: THE ENTREPRENEUR

Among other things, **Chris "Ludacris" Bridges** has become a full-time entrepreneur. He is currently CEO and founder of the record label DTP Records, a joint venture with Def Jam/Universal. At his record label, Ludacris and partners, Chaka Zulu and Jeff Dixon, have collected a talented and diverse group of artists including Shawnna (the dynamic Chicago-bred female rap star), Bobby Valentino (the smooth R&B platinum-selling singer), Field Mob (the groundbreaking hip hop duo), Shareefa ((the soulful and sultry R&B songbird) and a roster of up-and-coning artists.

CHRIS BRIDGES: THE COLUMNIST

Always looking to expand his resume, **Chris Bridges**, was recently named guest columnist for Niche Media's newest magazine, *Michigan Avenue*. The Chicago-born superstar will write a monthly column for the ever-popular brand of regional magazines that will premiere in September 2008.

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CHRIS "LUDACRIS" BRIDGES: THE PHILANTHROPIST

The Ludacris Foundation, a non-profit organization, was established in December 2001 and has helped young people in America achieve their dreams through the encouragement of "Principles of Success." With the aim to show young people they are the builders of their future, the Ludacris Foundation primarily uses music and the arts to connect with them by listening to their views, issues and challenges, reaching youth at all age levels. Ludacris' hit song, "Runaway Love" (recorded with Mary J. Blige) expanded his foundation's mission when they partnered the Chicago-based National Runaway Switchboard and raised awareness of the teen runaway epidemic in the United States. Other community-minded initiatives have also included a college tour, sponsored by Aldo's Youth AIDS initiative, where Ludacris spoke to college students across the country about safe sex and HIV/AIDS awareness. Since its inception, the foundation has given 25,000 hours in charitable hands-on giving as well as \$750,000.

CHRIS BRIDGES: THE RESTAURATEUR / REAL ESTATE MOGUL

In April 2008, Chris Bridges joined the rank of restaurateur when he partnered with Chef/Owner Chris Yeo to open Straits Restaurant in Atlanta. Christ First experienced Yeo's updated take on Singaporean cuisine on a trip to San Francisco. The two hit it off and Bridges was determined to bring a Straits to Atlanta and indulge diners in unparalleled cuisine in a chic and sexy environment. The Straits culinary experience delivers the exotic flavors and spices of modern Singaporean cuisine with a menu that features an authentic yet modernized interpretation of the same. Never to rest on his laurels, Chris also has several other real estate ventures which will be announced soon.

LUDACRIS: THE ENDORSER

From PUMA to XM Satellite Radio to Boost Mobile, the corporate world has realized the value of a corporate partnership with **Ludacris**. In an unprecedented deal, the "Multi Million Man" has signed a multi-million dollar deal with mobile giant AT&T, making him the first hip hop artist AT&T has partnered with to endorse their brand. The deal has Ludacris as a part of AT&T's online and television advertising campaigns that includes a new Ludacris/AT&T commercial, set to air in August 2008.

CHRIS "LUDACRIS" BRIDGES: THE ONLINE GURU

A forward thinker and creative businessman, in June 2008, **Ludacris** and his partner, Matt Apfel (a former reality television show producer), recently launched WeMix. WeMix is a place where unknown artists and up-and-coming producers can find a wider audience, if they pass the muster with the rest of the web site's users. Says Ludacris, "it's almost like a virtual American Idol." The concept: Ludacris singles out acts that he things are good then lets the users of WeMix's pick the songs that rise to the top of the site's home page. Since he's already taken over music and movies, Chris and company also plan to take over the online world as well.