



glenyearwoodgroup  
URBAN MARKETING

Immediate Release

## **Best UK Act at the BET Hip-Hop Awards Goes To...**

British music fans have voted **Sway** as the 'Best UK Act' ahead of the **BET** Hip-Hop Awards on November 12, in Atlanta, USA.

Sway fought off competition from *Kano*, *Dizzee Rascal*, *Blak Twang* and *Plan B* to win the nomination and fly the flag for UK hip-hop at the prestigious award ceremony in Atlanta.

**Sway** commented, "I'm crazy excited, I'm over the moon. This is a massive opportunity not just for me but hip-hop in the UK generally... I wanna sell some units in that place (USA)...I'm over the moon, I'm ready to do whatever".

British hip-hop fans began voting on 13 October through ground breaking association between **BET** (Black Entertainment Television), MTV Base and 1 Xtra BBC.

Fans were able to select their favourite UK hip- hop Act via websites of MTV Base and 1Xtra BBC. With nearly **20,000\*** votes cast in under two weeks music industry insiders acknowledge that this represents a phenomenal appetite for the growth of British Hip-Hop and the power of the **BET** brand.

**Sway** will play a feature role in the BET Hip-Hop Awards with other heavyweights such as *Ludacris*, *Ti*, *Snoop* and *Young Jeezy*. The opportunity provides **Sway** with an International platform where 83 million households in North America and the Caribbean can access the best of British hip-hop.

**Stephen Hill**, BET Executive Vice President for Entertainment and Music and **BET** hip hop Awards Executive Producer commented "Sway is an amazingly talented cat with standout flow and crazy word play. BET has a long standing history of introducing new music and artists to the US collective consciousness. UK hip-hop has been bubbling for a minute and with the exposure Sway will receive from the show and his win in his category; we're excited to expose dope new sounds to our audience once again".

The BET Hip-Hop awards will take place on November 12 at the Fox Theatre in Atlanta, premiering on BET Networks on November 15 at 9pm ET/PT

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Notes to editors:

### About BET Networks

BET Networks, a subsidiary of Viacom, Inc. (NYSE: VIA and VIA.B), is the United States' leading provider of quality entertainment, music, news and public affairs television programming for the African-American audience. The primary BET channel reaches more than 83 million households according to Nielsen media research, and can be seen in the United States, Canada and the Caribbean. BET is the dominant African-American consumer brand with a diverse group of businesses extensions: BET.com, the Number 1 Internet portal for African Americans; BET Digital Networks – BET J, BET Gospel and BET Hip Hop, attractive alternatives for cutting-edge entertainment tastes; BET Event Productions, a full-scale event management and production company; BET Home Entertainment, a collection of BET-branded offerings for the home environment including DVDs and video-on-demand; BET Mobile, a service venture into the lucrative world of ring tones, games and video content for wireless devices; and BET International, an extension of BET network programming for global distribution.

### About BET Hip Hop Awards

On Wednesday, November 15, BET Networks will televise its inaugural BET Hip-Hop Awards from the Fox Theatre in Atlanta, Georgia, USA. The show will celebrate superlative performance and monumental achievement across the hip-hop music genre. The event will also feature exciting on-stage performances, stellar salutes and historical retrospectives on the greatness of hip-hop music. Noted American comedian and actor Katt Williams will host the program.

### About Sway:

The 23 year old grew up and spent most of his early days in the streets of Hornsey, North London. It was at the age of 11 that he first truly discovered his passion for words and music. In his own unique manner, he started to mimic some of his favourite artists, changing their lyrics and doing his own versions of their songs. In secondary school he would spend much of his spare time utilising the equipment in the music department, trying to hone his talents as a producer.

In 2004 Sway set up his own a totally self-run production company and label Dcypha which would be the independent outlet for Sways first trilogy of releases This Is My Promo, Volume 1, This Is My Promo, Volume 2, and This Is My Demo. Sways aim with this hat-trick of releases was to express and establish himself as an artist before signing to a label.

The two This Is My Promo volumes exhibit Sways all round natural abilities in a traditional hip-hop mix tape setting. The mix tapes were originally intended as small scale precursors to the more fully-formed This Is My Demo album, but their success grew. Awards quickly followed; Sway walked away with Best Newcomer at the Urban Music Awards, Best of British from the Channel U Awards, and Best Hip-Hop Artist at the MOBOs despite still being unsigned, not having released an album, and being up against rap heavyweights 50 Cent and The Game. Having taken the music scene by storm throughout 2005, by the close of the year Sways This Is My Demo was one of the most eagerly anticipated releases of 2006. A culmination of all his work and ideas to date the album is a triumphant and truly British cross-pollination of influences.

### About 1 Xtra BBC

1Xtra BBC is the UK's only national black music radio station - formed in 2002, and part of the BBC, it is sister station to BBC Radio 1, the UK's largest youth radio station for over 35 years. 1Xtra was one of the first in a new wave of digital radio stations to hit the UK.

1Xtra specialises in Hip Hop, Dancehall, R&B, Drum and Bass and UK Garage, and also reflects the full spectrum of black music.

### About MTV Networks UK & Ireland

MTV Networks is the largest television network in the world and a leading creator of programming and content across all media platforms, with 111 channels and 94 websites reaching more than 440 million households in 167 countries worldwide.

MTV Networks UK & Ireland operates 3 channel groups - Comedy, Kids and Music. Our 9 branded music channels comprise of MTV, VH1, MTV Hits, MTV Base, MTV Dance, MTV2, VH2, VH1 Classic and TMF. They feature the best in music alongside popular shows such as Pimp My Ride, Punk'd, Dirty Sanchez and Cribs. MTV Network's music channels are available on Sky, Cable (through ntl & Telewest) and Freeview, reaching larger audiences than at any time in UK history, with an average of over 17 million viewers each month according to BARB research.

Paramount and Nickelodeon in the UK are part of the MTV Networks International portfolio of channels through joint ventures with BSKYB.

In addition, MTV Networks is a pioneer in the new and exciting world of digital media, winning awards for its interactive and online services, as well as being the first media company to offer made-for-mobile 3G video content. MTV Networks UK & Ireland offers mobile distribution of four TV channels (MTV Snax, MTV Trax, Paramount and Nickelodeon) as well as online, on-demand entertainment service, MTV Overdrive.

MTV Networks is a unit of Viacom.

### About Glen Yearwood Group

The Glen Yearwood Group is a London based communications consultancy that works on behalf of major companies, brands and public sector organisations.

We deliver targeted marketing solutions that reach urban based 11-35 year olds, often from a multi – ethnic cultural background, using innovative and non-traditional methods of delivery.

Our strength lies in understanding the power of Black lifestyle and culture, it's relationships with technology, music and the disproportionate influence it has on mainstream purchasing decisions. We understand brands but we also understand "the power of the street".

\* Propriety data 13October to 27 October 2006

Ends.