
Cosmic (ElectraX Bank) High Quality

Big-time movers and shakers in the world of pop music (including such luminaries as Prince, Usher and Beyoncé) have consistently shown a great deal of respect and admiration for R&B and hip-hop. Yet, in spite of the influence these musicians have had on the pop industry as a whole, no one in the mainstream music business has ever been able to transplant these musical styles into the world of mainstream pop. This is all about to change. ElectraX, a collaboration of music producers hailing from the booming world of hip-hop and R&B, is aiming to be the first ever to translate these styles into the mainstream pop market. ElectraX will fuse the soulful sounds of R&B with hip-hop's gritty, "street-level" energy and create a unique hybrid of hip-hop and R&B that is just as fresh and exciting as your favorite urban or mainstream pop hit; with a heavy dose of ElectraX, of course. ElectraX is bringing its unique fusion of R&B and hip-hop to the mainstream with a revolutionary studio album of hip-hop and R&B-inspired pop tracks. Dubbed "Cosmic", the album is coming soon to a retailer near you. The first single from the album, "Drip Or Drown", has already been released to radio stations in the United States and Canada, as well as a track on the "Fresh Out That Gangsta" mixtape, which features acts such as the Game, Curren\$y, Russ, and LL Cool J. "Drip Or Drown" features production by legendary hip-hop producer DJ Premier and four members of R&B/hip-hop duo Rahsaan and the Hourglass, as well as Q-Tip of the U.S. hip-hop group A Tribe Called Quest. The single also features a rap by Rahsaan, which highlights the R&B influence as well as the UK-influenced lyrics. The official "Drip Or Drown" music video was also released a few days ago, and will serve as the centerpiece of a major advertising campaign for the album in the United States, beginning this week. A



