



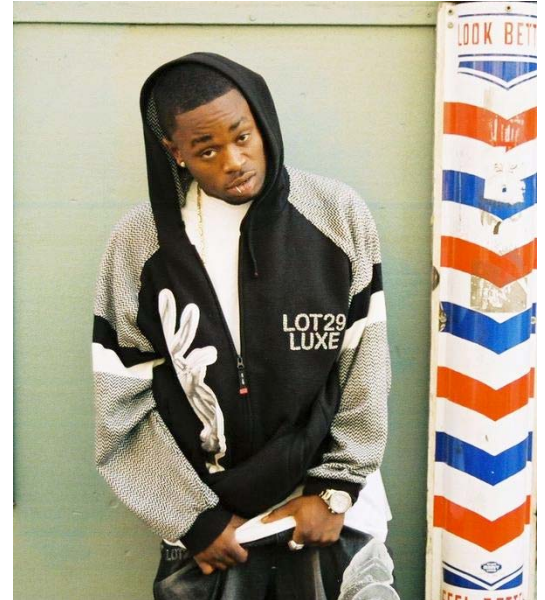
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BEEDA WEEDA — *TURFOLOGY 101*

"MY NAME IS BEEDA WEEDA, AND I'M A STUNNAHOLIC..."

What is a Beeda Weeda? MC/Producer extraordinaire. 22 years old. Hailing from Oakland, California. The notorious Murder Dubs neighborhood provides the backdrop for this young man's saga. With a history of violence and mayhem (reflected most obviously by its name), the neighborhood has had more than its fair share of tragedies. However, Beeda Weeda and the **PTB (Pushin' The Beat)** family are here to shine for their turf with the release of his debut album, *Turfology 101*.



The Bay Area has been making a lot of noise lately, with all of the media attention on the **Hyphy street movement**, a local youth phenomenon that is now becoming national. Although Beeda is firmly entrenched in the Hyphy generation, his aspirations and musical tastes go beyond the bounds of regional trends. "I support the Hyphy movement, but I got my own movement within the Hyphy movement. I got my own family and we do our own thing. We all grew up with each other. We independent. But our music, you can't tell where we from, the only way you can tell where we from is probably from the slang. But it doesn't sound like your ordinary Bay music." Not one to jump on the latest bandwagon, Beeda sees the big picture and his music reflects this vision; universal yet maintaining its distinct Oakland flavor. This appeal has brought him offers from several major labels, yet he chooses to stay independent, following the footsteps of Bay predecessors Too Short, Hieroglyphics, Mac Dre and E-40.

His ties to his musical peers go deeper than a shared interest in independence. In fact, Beeda did all of the casting for **E-40's "Tell Me When To Go"** video, including providing vehicles, extras and locations for the shoot. "At the 'Tell Me When To Go' video they damn near had me directing shit, like 'Beeda where you want the cars at?' I had too many cars, I had too much going on, they had to tell me 'Stop-we can't have all of that up in here it's getting too crazy.' They wanted a real sideshow, but they were trying to control it. I tried to tell them that you can't control it; you gotta let these little niggas go! 40 needed the streets so I provided him the streets."



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Street certified, industry tested and still willing to admit that he is ready for growth, Beeda's prospects seem limitless. He plans to expand his production duties both within and outside of his PTB crew and branch off into acting and public speaking. "I see me doing a lot more production, people getting more familiar to me as a producer." He truly has a love for his craft and a very strong work ethic. As a testament to his diligence in the studio, Beeda has prepared **Homework: The Mixtape** (Street Date 5/30/06 PTB/Clear Label Records), an **all-original** mix of songs to ready the listener for **Turfology 101**. Mixed by the Bay Area's own mixtape kings, **The Demolition Men**, **Homework** is a fast-paced tour of Beeda and his crew's many talents, perspectives and styles. From the opening to final bell, Beeda and his guests keep it lit. It is a fitting prelude to his debut.

The album, **Turfology 101** (Street Date 8/29/06 PTB/Clear Label Records/Hiero Imperium) takes the reader on a sonic ride through the back alleys of Oakland, California. It is to be used as an instructional guide to street life. "The whole concept of the album was to basically reflect my environment, reflect the environment of the youngsters in the Bay, especially in The Town. The songs are based on experiences that happened with my patnas, or I done been through. I'm trying to expose people around the country to our whole swagger; how it is in Oakland... it really is different. **Turfology 101** is a lesson for people who don't know what's going on over here." On the album, Beeda is able to move seamlessly from one scene to the other, creating a complete picture of 'hood life for the listener. Street cred boasts abound, ("**Be Like Us**," "**We Ain't Listenin**") yet at the same time Beeda is still mature enough to show his vulnerability ("**Soldier**," "**Love Ones**"). With his patented "Street Narration" style, Beeda lets the listener ride shotgun in his Scraper, and gives us the ride of our lives. Don't be late for **Turfology 101** – Class is in session.

Street Date: 8/29/06



Digital photos, bio and music available at <http://www.audibletreats.com/download/Beeda>

Publicity contact: Michelle McDevitt
Audible Treats, Ltd
718.768.7275

michelle@audibletreats.com

www.clearlabelrecords.com

www.myspace.com/beedaweeda

www.hieroglyphics.com