

Concise “The Black Knight” –Press Release

His lyricists pen, unveiling blazing content punctuated by rhythmical precision and a flow like champagne on silk leaves, no doubt why the artist is named Concise and why it's his time to shine. The talented Artist and renowned Producer drops his much anticipated debut album *FAME* October 12th at all national retail outlets. He is wasting no time in lacing hungry hip-hoppers with tight bars and verbal incision.

As a result of early buzz from the hip-hop community and club audiences with the debut single 'Rock the House', coupled with rapid rotation on Canada's Urban Station Flow 93.5FM and College Radio, Concise is being propelled to the forefront of the Canadian Urban scene. Armed with a banging second single, to introduce his album as a fall-time hit "Get the Money" is the lyricist's declaration of his hunger for success.

The album is a gripping testament to years of undeterred determination. A respected force in the US and Canadian Mix-tape circuit with numerous tours in the US, Concise is a maturing cipher in the hip-hop game having put a face to the name with appearances on Much Music, MTV and CBC. Most recently, engaged to host Much Music's critically acclaimed "Rap City" next month.

As Writer, Producer or Emcee, it's all the same Concise formula, boasting mesmerizing execution which ensures the Vancouver emcee's success, no matter which hat he wears. West Coast impresarios, Swollen Members sought his production savvy for their hit-single "Fuel Injected" featured on their 2002 Juno Award winning album *Bad Dreams*, along with Juno winner Rascalz and Checkmate have benefited from Concise' global insight and piercing emotion on both their records. Finally granted the opportunity to give back and combine all his skills in one project, Concise has concocted a stylistic stew with a pinch of flavour from old pal Checkmate and Sticky Fingaz of Onyx fame.

The result is a lyrical montage of his life's journey. It has been a long time coming for the Eritrea (East Africa) native, who fell in love with hip-hop upon migrating to Vancouver BC in 1989. With no thoughts of relaxing, the Emcee comments "I am trying to get everything, on my way to the top".

It is the day of the lyrical imperial, cited by the scriptures of Concise 'The Black Night' here to finally state his dominating claim –his claim to Radio, his claim to the Mass-Market, his claim to hip-hoppers worldwide, this record is the black knight's claim to *FAME*.

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