



Hip-Hop's Cy Bravo "Connects" Artists and Fans With the Decade's Newest Digital Album Platform  
Bravo-Connect

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FOR IMMEDIATE RELEASE

*Hip Hop artist Cy Bravo and his label Government Records have just launched Bravo-Connect, a new digital album platform where recording artists can host all of their music and related media in a single online catalog for fans to preview, download and share on social networks like Facebook, Twitter and Last.fm.*

Los Angeles, California – February 15, 2010 – Rising hip hop artist and Government Records President [Cy Bravo](#) is launching 2010 with the new digital album platform, Bravo-Connect™ ([www.bravo-connect.com](http://www.bravo-connect.com)). The platform lets recording artists showcase their music and filter content from RSS feeds and popular sites like Last.fm, Flickr, YouTube and Twitter in a single listening and viewing album, giving fans one of the richest online music experiences possible. Fans can preview and purchase music from sites like iTunes and Bandcamp, and "connect" with each other by scrobbling on Last.fm or sharing their favorite artists' music, photos, videos, news, and blog updates on Facebook and Twitter.

With his first album, [Attack of the Future](#), slated for release later this year, the stars were aligned for Cy Bravo, also known as Bravo, to develop simple technology that would give new recording artists the power to be seen and heard while keeping fans connected. Where many big music sites enforce format and content restrictions and cater primarily to mainstream artists, Bravo-Connect lets emerging and established artists alike gather and present media in a variety of formats from several popular content providers, increasing an artist's online exposure and control over their digital music and media distribution. Artists have the flexibility to use popular sites like iTunes to distribute their music or alternative sites like Bandcamp that gives fans the option to "name their price." Like a virtual backstage pass, fans have all-access to their favorite artists in one place, easily purchasing and listening to music and sharing media without restrictions or rummaging through search engines to find it.

"I'm fighting for the future of rap," Bravo says. "It's time to redefine the album listening experience, to make it as easy as possible for fans to find all the content related to that experience. There had to be a tool, a simpler way to enhance the connection between listeners and artists, to help make that experience a little more personal."

Breaking barriers as a hip hop artist and entrepreneur, Cy Bravo is the first recording artist to host his digital music and media catalog on Bravo-Connect. Other artists are set to follow and plans to stream media from Picasa, Viddler, Vimeo and many others are already in the works.

#### About Cy Bravo

Los Angeles native Oshea Rawls is an American recording artist and President of Government Records. Known by his stage name Cy Bravo, he also rolls simply as Bravo. Delivering hard hitting lyrics and

metaphors that reach listeners beyond rap and hip hop, Bravo's mixtapes, commercial releases, summer jams, radio spots, club appearances and the web are this rising, hip hop impresario's stages.

Bravo is currently working on his first mainstream solo release, *Attack of the Future*, due to drop in mid 2010.

#### About Government Records

Government Records is a record label specializing in digital recording, distribution and music software promotion. Government Records strives to engage and entertain music lovers around the world by automating the listening experience through the utilization of digital tools that create awareness about its artists and software properties. Government Records is a division of RTW Media Services Inc., focused on delivering software and service-based solutions to the music industry.

For more information about Cy Bravo, please visit [www.cybravo.com](http://www.cybravo.com). To learn more about Government Records, please visit [www.governmentrecordings.com](http://www.governmentrecordings.com).

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