

The Oglio Entertainment Group, Inc.

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KOOL KEITH BRINGS SIAMESE SEX SHOW TO OGLIO RECORDS

Los Angeles, California, March 2009—Siamese Sex Show (www.siamesesexshow.com), featuring Kool Keith in his first-ever pop project, releases their new controversial CD *Apocalypse* for Oglio Entertainment Group. Siamese Sex Show blends the comic book charm of Gorillaz with an apocalyptic twist on the pop/hip hop vibe of The Fugees to form an urban hip hop X-Men.

Rolling Stone calls Siamese Sex Show's "Apocalypse" a "Party anthem masterpiece with shockingly catchy melodies, cool beats, and surprising rap cadences and storytelling that you're ever likely to find. 'Apocalypse' achieves the impossible: it's more raw than most indy hip hop records and more stylish than anything bumpin' in the clubs."

Keith describes the Siamese Sex Show project along with other forbidden topics in this rare interview (www.siamesesexshow.com/images/Kool_Keith_interview.pdf).

Apocalypse's party anthems and pop sheen belie the CD's dark apocalyptic undertones and sinister warning that "if it's the end of the world, you might as well party." The CD showcases the legendary Kool Keith's signature rap style that's at turns poetic and pornographic, abstract and vulgar, and naughty and nice—often in the same breath.

The dramatic contrasts that define Kool Keith also define *Apocalypse*. The CD defies classification—oscillating between pop and hip hop and switching up street and club underground beats. This eclectic genre-defying mix attracted Keith to the project.

"Siamese Sex Show is like Prince but with a twist that makes it unrecognizable from anyone else," says Keith in his most candid interview in ten years. "It's different and unique. It's pop but it's also underground. The sound can change on a dime. When stuff like the Siamese Sex Show finally popped up and I went back and listened to it, it shocked me. I said, 'Holy shit, I made that?!' I want all my projects to be that way."

Apocalypse chronicles the rise of evil conglomerate Monocorp, the fall of hip hop, and the story of five legendary outlaws who—on the eve of the apocalypse—have found themselves in the unlikely position of saving the world from Babylon. Keith is joined by Kira, singer and socialite with a reputation for depleting wealthy Arab business men of their liquid assets; J Diggs, a hotheaded bank robber out on parole; Malika, the star of MTV's "Making the Band" and speed merchant for Oakland's notorious "Chronic Cartel"; Haji Springer, Indian rapper and Baghdad double agent; and El Greco, Greek tycoon and corporate saboteur behind the collapse of Enron.

"*Apocalypse*" marks J Diggs' first record following his ten-year incarceration for armed bank robbery. On the rap ballad "Ten Years," Diggs—a protégé of slain rapper Mac Dre—raps about his time in the yard and warns wayward youth not to follow in his footsteps. While street legend Diggs brings it hard on every track, Keith switches it up and waxes poetic on the infectious Love Light. "I like writing about girls and freaky stuff and I like to take a song like Love Light and make it what I want and add an extra dimension to it," says Keith. "I'm spoken word with rhythm. I write songs that are crafty and original and distinctive. And that's what I did with that song."

The CD also showcases an amazing collaboration between Kool Keith and Mistah F.A.B. (Ghost Ride It), the king of the Bay Area's Hyfie movement. On the middle-eastern influenced Playboy, rap romeros Fab and Kool Keith playfully trade verses while Haji sends a shout out to his uncle Saddam.

Bringing these five unlikely outlaws together was a challenge. SSS producer El Greco wrote letters to J Diggs parole officer and public defender to get him released from jail. He also traveled deep into the heart of darkness to make a deal with the bosses of Oakland's "Chronic Cartel" to allow Malika to join the Siamese Sex Show. In addition, turban-touting Hadji Springer required special security clearance and a mountain of "medicinal" marijuana before joining the collective.

Kool Keith, of course, had to have his exotic financial requirements for engagement met before joining the project. "In the end, Keith allowed me to pay him—in part—with a giant box of porn videos that I gathered together through generous donations from my friends in San Francisco," says El Greco. "The hard part was checking in this giant box of porn at the airport and then flying it down to LA to give to him in person. But Keith is a genius—a misunderstood genius much like Lenny Bruce or Andy Kaufman."

Keith wants his legion of followers from every corner of the globe to know that the Siamese Sex Show is here to save the world. "This project was a good pill and my mind adjusted," says Kool Keith. "The sound had no boundaries and I have no boundaries. I have no tag on my back but certain fans are stuck in a certain time like things that I've done with Octagon but people need to cross their minds over and acknowledge that this is an amazing project."

Perhaps the spirit of Siamese Sex Show's apocalyptic CD is best summed up on the song Superstar when Keith raps, "SSS rocks like Babylon...and if it's the end of the world no need to keep your panties on."

For more information about Siamese Sex Show

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Siamese Sex Show websites:

<http://www.siamesesexshow.com>

www.youtube.com/siamesesexshow

www.myspace.com/siamesesexshow

www.koolkeith.co.uk