



SPANISH AVAILABLE: Week Of June 20, 2005 - DJ Nelson, The Godfather Of Reggaeton - The Most Influential Figure In The Evolution Of Reggaeton Music - Beats L.A. Streets

Double Platinum / Billboard Number Two To Promote New DVD

Media Advisory

LOS ANGELES/EWORLDWIRE/May 27, 2005 --- DJ Nelson will be in Los Angeles the week of June 20 to promote *Reggaeton Goes Wild 2*, his new DVD release, *DJ Nelson La Discoteca, Da Music* and his highly anticipated new album *Reggaeton Club Anthem*.

When Daddy Yankee, the most successful artist in the history of Reggaeton, considers an artist the Godfather of the genre, it carries a lot of weight - DJ Nelson makes the short list as one of the most influential figures in the evolution of Reggaeton.

Not only is he one of the most creative and prolific music producers, whom together with DJ Negro were the first ones to fuse Hip Hop and Reggae loops, but Nelson is also widely credited with naming the genre by its current - and now universally used - name Reggaeton. The name evolved from the title of his classic album *DJ NELSON PRESENTS: REGGAETON LIVE VOL. 1*.

A pioneer in everything from how loops are combined to the actual sounds and samples contained within songs, his innovative style set the standard by which top Reggaeton producers produce today.

Nelson's release - *Reggaeton Club Anthem* - is the biggest collection ever assembled in Reggaeton genre, featuring artists as Daddy Yankee, Don Omar, Las Guanabanas and Hector, among others.

Beyond simply producing music, Nelson is also credited with helping launch the careers of other artists like Hector Y Tito, and, perhaps most notably, the production team Luny-Tunes Y Noriega. Besides producing smashes for nearly every superstar, his own album *Mas Flow* has gone double platinum, hitting number two on the Billboard Chart.

Aside from Nelson's role in the rise of Reggaeton, with his partner Coyote, Nelson introduced MIX 107.7 FM in Puerto Rico, the island's wildly popular and only all-Reggaeton, all-the-time radio station. The duo also developed Club TV, the seminal Reggaeton television show.

Ventures that round out DJ Nelson's growing business empire include his ownership of Flow La Discoteca, a popular nightclub in Puerto Rico, a new clothing line Flow Wear, and LA COMISION (a.k.a. The Commission) - his joint venture with another giant in Reggaeton, C.I.N. Productions.

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