

## Mp3 Qualo - Believe.



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"Qualo's Preast, Chicago Shawn, Optimyst and Shala Esquire pack 'Believe' with a mentality born from years of absorbing Public Enemy, NWA and OutKast: smartly brutal verses over bangin' beats...." - Billboard Magazine 17 MP3 Songs HIP HOP/RAP: Hardcore Rap, HIP HOP/RAP: East Coast Details: "What if 2pac was a group....." Chicago, hip hop's new mecca, is rapidly being recognized for being the new breeding ground for the self-produced-artist/franchise performer. The Midwest capital has given the world R. Kelly, Kanye West, and now, the band: Qualo. Qualo, meaning "The four of us", consist of four producer/rappers from the West side of Chicago. This seldom-seen combination makes their musical reach wide and addictive. The four come together with an energy similar to the heydays of the hip hop super-group. Bottomline: a definite franchise... Preast delivers soul-touching, picturesque rhymes with a lyrical depth paralleled only by such greats as 'Pac, Nas, and Eminem. Stepping in the producer's arena, Preast provides equally intense production that is both refreshing and edgy. Chicago Shawn adds a stick of dynamite to the recipe with a high octane flow to match his intricate wordplay and introspective sentimentality. His innovative production keeps Qualo on their toes and listeners under that hypnotic Qualo spell. Adding fuel to the fire is Optimyst. Optimyst lends his distinguished wordplay, commanding the listeners' attention. His compelling "prose" style verses possess a quality of simple sincerity and clarity; a kin to musical icons, Outkast. No stranger to the boards, he also lends his hand in constructing the distinct Qualo sound. Shala Esquire adds a truly cultured "Fugee-esque" perspective to the group. A native Nigerian, Esquire is the proverbial glue, anchoring the Qualo sound with his intriguing street narrative poetry and rock-influenced production. Qualo's unique blend of bass-heavy beats, fierce rhyme techniques, infectious chants and catchy hooks, set to a backdrop of soulful music, social awareness, and political satire will have you rolling in emotion one minute and laughing out loud the next; all the while

nodding your head uncontrollably. While the music is an experience in itself, Qualo's true essence can only be captured by seeing their live show. Qualo captivates the audience with a stage presence that is both exciting and inviting. They possess a synergy and presence rarely seen in this post-new school hip hop era. Whether you're a "hip hop purist", a radio junkie, or a rap critic, if you put your ear to the street and listen closely, you'll hear and be quickly entranced by the "hood's heartbeat"... the Qualo sound. FOR MORE INFORMATION CONTACT: the Movement. Chicago, LLC 773.536.3540 --

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