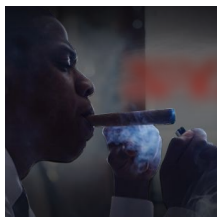


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By: Marius Oiaga, Technology News Editor

Jay-Z  
Microsoft

## **Microsoft Goes Gangsta**

*With Jay-Z, Diddy, Li'l Wayne and Rock Boyz*

There are many ways to characterize Microsoft, and perhaps the most common is the term monopolist, but the Redmond company is about to undergo a shift of its public persona, and pimp it to the next level. Microsoft is about to go gangsta, and will have the mother of all crews to show for. The Redmond company will enjoy the company of Jay-Z, Diddy, Li'l Wayne and Rock Boyz on MSN. MSN Music in Concert will host the New York performance of Jay-Z from the "American Gangster" tour, at the Hammerstein Ballroom. "Jay-Z is one of the most prolific artists of our time, combining an extraordinary ability to convey a compelling story through pointed lyrics and possessing the skills to deliver an electrifying live performance", revealed Aaron Grosky, president of Control Room. "Control Room's mission is to bring artists of this caliber and exclusive live performances, like this one, to a worldwide audience." Jay-Z's concert at the Hammerstein Ballroom will be made available via [MSN Music in Concert](#), courtesy of Control Room and MSN. The appearance is a part of the rapper's tour designed to promote the American Gangster studio album. In American Gangster, Jay-Z offers an insight into his life starting in Brooklyn and ending up as president/CEO of Def Jam Records. The concert is for Microsoft the latest in a series of 30 shows this year that have featured artists such as Rihanna, Akon, John Legend, Pussycat Dolls and James Blunt. "We at MSN are excited to bring Jay-Z's sold-out 'American Gangster' concert online to those who couldn't get their hands on tickets. We work to bring the most entertaining content to our 465 million monthly users, and, as one of the most entertaining performers of our time, Jay-Z is taking our list of MSN Music in Concert artists to another level", stated said Rob Bennett, general manager, entertainment, video and sports, MSN.