

31 August 2006

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## **Sony Will Unleash K-Fed's 'Fire'**

*The rapper signed a deal for the distribution of his album*

Despite the awfully received performance at the Teen Choice Awards, it seems that there still are some people in the world (besides Britney Spears) who believe that Kevin Federline stands a chance in the hip-hop world. According to press reports, K-Fed has just signed a deal with Sony BMG for the distribution of his 'Playing With Fire' debut album, that will hit stores in October. Coincidence or not, Sony was also the company behind all his wife's albums, from 'Hit Me Baby One More Time' to 'In the Zone'. The only exception is that all of Britney's materials were instant number one hits, thus bringing Sony millions of dollars in album sales. 'Playing With Fire' will be released by Federation Records (the rapper's own record label) and distributed domestically and internationally by Sony BMG. One thing's for sure: the wannabe, struggling rapper is really ambitious, to say the least. While many people, both viewers and critics, said that he should be ignored for being such a big fat 'joke', K-Fed has set his mind on making a name for himself in showbiz... and he will do just that. Or, as one of the most acclaimed rappers, 50 Cent, put it: 'get rich or die trying'.