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PRESS CONTACT

Simone Smalls
Susan Blond, Inc.
212-333-7728 x118
simone@susanblondinc.com

**KING OF CRUNK LIL JON
SETS GUINNESS WORLD RECORD™
FOR “BIGGEST BLING”**

Rapper Makes History for His ‘Crunk Ain’t Dead’ Pendant

New York, NY – (March 22, 2007) – TVT Records / BME recording artist **Lil Jon** is not only the King of Crunk, but he is now the King of Bling! Lil Jon just set a new Guinness World Record for the ‘Largest Diamond Pendant’ for his ‘Crunk Aint Dead’ pendant.

With an appraised value of \$500,000, Lil Jon’s diamond pendant is 7.5 inches tall, 6 inches wide, and 1 inch thick, weighing 5.11 pounds with a total 73 carats of diamonds. The total stone count is 3,756 genuine round-cut white diamonds set in 18-karat yellow and white gold. The piece was created by jeweler Jason of Beverly Hills.

“I’m glad the Guinness World Records folks acknowledged me and my *Crunk Ain’t Dead* piece,” says Lil Jon. “I spent a load of money on that chain. I had no idea I would break a record and be recognized for it. It’s an honor to be included on that list. I grew up on reading and hearing about people and celebrities who break records in the Guinness World Records Book and it always fascinated me. Now that I’m on the list, it feels great. Let’s just see how many rappers try to outdo my pendant and break my record. They don’t call me the King of Crunk for nothing!”

“Guinness World Records is pleased to recognize Lil Jon as a new member of our record-breaking family,” said Alistair Richards, Guinness World Records Managing Director. “We congratulate him on his remarkable achievement in setting the record for the Largest Pendant which stands at 34.4 ounces, 7.5 inches long and 6 inches wide.”

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While Lil Jon is setting world records, he is also hard at work in the studio writing, producing and recording his highly anticipated solo debut ***Crunk Rock***. The album will feature the hit singles ‘Snap Yo Fingers,’ and ‘Act A Fool’ featuring Three 6 Mafia which debuted via Lil Jon’s MySpace page (<http://www.myspace.com/liljonworld>) last year. The single ‘Act A Fool’ made history by receiving over half a million downloads in 24 hours. Guest features and collaborations on the upcoming ***Crunk Rock*** will include Good Charlotte, Ciara, Lil Wayne, R.Kelly, Three 6 Mafia, Rick Rubin, Green Day, and Korn’s Jonathan Davis.

About Guinness World Records

Guinness World Records is the universally recognized authority on record-breaking achievement. First published in 1955, the annual Guinness World Records book is published in more than 100 countries and 20 languages and is one of the highest-selling books under copyright of all time with more than 3 million copies sold annually across the globe. Guinness World Records celebrated its 50th anniversary edition in 2004, a year after the sale of its 100 millionth copy. The Guinness World Records website (www.guinnessworldrecords.com) receives more than 11 million visitors a year. Guinness World Records is published by HIT Entertainment Limited, a fully integrated global studio with divisions in the U.K., U.S., Canada and Japan, including broadcast production and distribution, video and audio sales, consumer products licensing and marketing.

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