

BIOGRAPHY

CHRIS "LUDACRIS" BRIDGES



VERSATILE. VISIONARY. GENIUS.

Ludacris, a hip-hop culture icon is a lot more than what meets the eye. On the surface, the mega-mogul is a multi-platinum selling artist, actor and rapper. But behind the scenes, he is a successful record label executive, entrepreneur and philanthropist.

Chris "Ludacris" Bridges was born in Champaign, Illinois with a solid foundation - musically, intellectually and spiritually. Influenced by his parents' love for music, Chris began to appreciate all genres of the art. Chris wrote his first rhyme when he was 9 years old, and has been producing ever since.

As a young teen, Chris moved to Atlanta, Georgia where the southern music scene had a huge impact that helped shape his sound. Chris' musical influences also included LL Cool J, Run DMC and Redman. As a teenager, he began to rap competitively. After finishing high school he enrolled in Georgia State University as Music Management major to learn the legal and financial aspects of the business. While attending college, he began an internship at one of Atlanta's hip-hop stations, the now popular WHTA-Hot 107.9. Soon the ambitious Chris "Lova Lova" began rapping on promotions for the station and holding down the number one spot on evening radio.

Ludacris' desire to realize his musical vision motivated him to produce and promote his own independent CD, "Incognegro." Ludacris' musical and marketing genius resulted in the huge success of his independent album. In the fall of 2000, Ludacris signed with Def Jam/Universal and negotiated a deal to include his own label and production company "Disturbing Tha Peace" (DTP). "Incognegro" was repackaged and released as the multi-platinum Grammy nominated "Back for the First Time." Today the Grammy-winning Ludacris is one of the most popular MC's on the hip-hop landscape and his hit single, "Number One Spot" is nominated for a 2005 Grammy.

Music fans as well as film followers and Wall Street have embraced Ludacris. His success includes box office hits such as "2Fast 2 Furious," "Car Wash," as well as the critically acclaimed "Crash," "Hustle & Flow," and "Heart of the Game." In true entrepreneurial spirit, he has expanded his enterprise to include real estate holdings, aviation, publishing, and the highly anticipated clothing line CP Time. In October 2005, Chris "Ludacris" Bridges, became the first Hip-Hop artist to ring the opening bell on Wall Street. He accompanied Hugh Panero, President and CEO, XM Satellite Radio to celebrate XM's five-million-subscriber milestone by opening the NASDAQ Stock Market in New York. Ludacris is hosting an exclusive XM show that will launch in January 2006.

At the heart of Ludacris' values is his commitment to the community. Atlanta-based, The Ludacris Foundation is a non-profit organization that serves as Ludacris' vision to use music and the arts to connect with urban youth. Ludacris and The Ludacris Foundation have received numerous awards and accolades from individuals and organizations for supporting communities across the nation. Since its establishment, the foundation has provided over 30 grassroots non-profit organizations with grants and has positively impacted over 4,000 lives with their generosity. In response to Hurricane Katrina, Ludacris, Radio One of Atlanta and more than 250 Atlanta area volunteers came together to support the Foundation in its effort to accommodate over 20 families into rent-free apartments for 4 months and provide food, toiletries and clothing to thousands.

Thus far, Ludacris has a lifetime of achievements. His musical genius has helped him create a lucrative musical empire. He is a successful businessman, an established actor, rap culture icon and a role model. From his southern roots to the bright lights of southern California and to the ticker tape of Wall Street, Chris "Ludacris" Bridges has only just begun.