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The Source Magazine and Pitbull Hire 5W Public Relations

Hip Hop's Longest Running Publication and One of the Most Successful Latino Artists in Hip Hop History Join Entertainment Practice

NEW YORK, NY, October 16, 2008 **/24-7PressRelease/** -- 5W Public Relations today announced the additions of The Source magazine and Hip Hop star Pitbull to its Entertainment Division. 5WPR will provide strategic counsel, media relations and brand building for both clients. The Source is hip hop's longest running magazine and recently celebrated its 20th anniversary. The Source has long been recognized within hip hop for its in-depth coverage of music, fashion, lifestyle and politics.

Under new ownership, The Source has long been known as "The Bible of Hip Hop Music, Culture and Politics." The Source is the longest running magazine in Hip Hop history as it recently celebrated its 20th anniversary. The Source aims to cover every aspect of this unique and vibrant culture - from the streets that spawn increasingly creative music and fashion to the power players that direct the boardrooms and make products into viable commodities and profitable investments. Since its inception as a newsletter back in '88, it has documented everything Hip-Hop like none other.

Pitbull, one of the most successful Latino artists in hip hop history surpassed gold status for more than 600,000 copies sold of his debut album "M.I.A.M.I.: Money Is A Major Issue" in the United States. The feat gave Pitbull the biggest-selling bilingual hip-hop debut since Cypress Hill's 1991 self-titled debut, and put him in the rare category of Latino rappers who have achieved major success at English-language radio. In addition, being the #1 Latin artist on Myspace, Pitbull unleashed his sophomore album EL MARIEL in late 2006 spawning the #1 Latin Rap hit, "Dime." His third album, Boatlift, dropped in 2007 to rave reviews. Pitbull is currently at work on his fourth album, Rebelution, due out in Summer 2009. He can be seen on his show, "La Esquina," which will debut its second season on mun2 on October 22nd. Pitbull also recently launched his social networking site, PlanetPit.com

"5W is excited to work with The Source Magazine under its new and exciting leadership team, and Pitbull, a major Latino hip-hop star," said Ronn Torossian, CEO of 5W PR. "We look forward to re-establishing The Source's prestige within the entertainment industry and highlighting the accomplishments of Pitbull while taking their brands to the next level."

About 5W Public Relations 5W Public Relations (<http://www.5wpr.com>), named to the INC. 500 list in 2007 is known for implementing creative and customized media programs designed for the maximal realization of its client's specific business goals and objectives.

With headquarters in New York and an office in Los Angeles, 5WPR, the nation's fastest growing PR firm for three years (2004-2006), offers public relations support to clients in diverse areas that range from technology, corporate and consumer affairs, as well as crisis communications, to entertainment and event management. The firm's energetic, fast-paced and focused culture led one of the industry's foremost trade magazines to describe 5WPR as "aggressive in a way that clearly resonates with clients looking for a firm staffed with type A-plus personalities, a BS-free approach, and results from Day One."

With a diversified client portfolio second to none, some of 5WPR's clients include: Evian Natural Spring Water, IHOP, Harrah's Entertainment, NICE Systems, Barnes & Noble Online, Urban Retail Properties, Patina Restaurant Group, Lifestyles, The Ice Rink at Rockefeller Center, 1800 Tequila, Advanstar Communications, Avenue Stores, The Loews Regency, Vail Resorts, Ahava Skin Care, Weatherproof Garment Company, Gen Art, The Pritikin Longevity Center & Spa and Philippe Chow. 5WPR also represents known talent such as Snoop Dogg and Ice Cube, as well as a plethora of publicly traded technology companies, a variety of global interests, national corporations, high-profile individuals, regional businesses, government agencies and academic institutions.

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