

FRECK

Spring 2008



FOR A
FEW
DOLLARS
MORE



dj clue **presents** :
a fistful of dollars

Street Family First

Don't Let The Freckles Fool You

Freck Billionaire Media Kit 2008
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THE CHASE

It's winter 2002 and Freck was on his daily routine: hit the corner with four and half ounces of coke in his pocket, wait for his associates, collect money then pass off the "work". But on this particular day something was different, wrong even. Freck's associates were over ten minutes late. Since there's a first time for everything a super confident Freck shrugged off the tardiness and passed time by talking to the neighborhood females, and collecting their phone numbers. After jotting down a couple of digits Freck looked up and saw cop cars, detectives, and vans all advancing in his direction. "I tossed the coke and ran". There were better days...

LETTER FROM THE EDITOR

THE BEGINNING

This story begins at the University of Pennsylvania Hospital in Philadelphia where 2 proud parents gave birth to a freckle faced, fair skinned, straight haired baby boy named Jeffrey Whitters sometime in the 80's. At 3 years old Freck moved to his grandmother's home on Haverford Avenue in West Philadelphia, Pennsylvania. Soon after the young couple moved around the corner with Freck and his older sister to a 2 bedroom apartment. Seven years later the happy family moved to their first home. An ambitious Freck needed more. More space, more freedom, more than a weekly allowance so he made the streets his home from then on in.

THE REBIRTH

From the age of 18 to 22, Freck was arrested 19 times. Freck's last arrest (19 months) which was his longest stint in prison would prove life altering. While incarcerated a female who sought to cheer Freck up mailed him issue after of issue of a magazine she knew Freck would fancy. Obviously any man locked in the bing would normally receive Playboy, Hustler, or Black Tail but not Freck. Aware of his impeccable taste she sent him a luxury magazine for millionaire's Freck often read named The Robb Report. A mesmerized Freck studied each and every page. The magazine became Freck's new in-

spiration. Freck adopted a new moniker: Freck The Billionaire.

THE WONDER YEARS

Freck attended Martha Washington public school from kindergarten to 8th grade. Went to Overbrook High School where he eventually graduated from. Had his first legal job when he was a mere 13. While everyone was playing video games and riding their BMX bikes Freck was coming to shocking revelation. "I busted my ass all week at the daycare for a bullshit \$150... I can't even buy hicks with that type of bread...". Unlike his young counterparts Freck The Entrepreneur didn't go to the local Toys R Us with his pay, he went to the local drug dealer and copped an 8 ball (3.5 grams) of crack cocaine. Freck bagged it up and it was the easiest money one could ever make especially when you know everyone in the whole neighborhood and everyone knew you; every store owner and salesperson, every bus driver, every dealer (big or small), every thug, coward, and most importantly every junkie. It's hard to forget a young and reckless freckle face youngin', that's running around the streets of Philadelphia, slinging a potent product like Crack Cocaine. Before you knew it Freck was the flashiest kid in Overbrook High School toting a fist full of dollars.

THE RELEASE

Finally two weeks after serving his sentence in CFCF Freck's cell mate had a male R&B artist he was bringing to shop to Track Masters. Freck just went along for the ride to New York City. As they listened to the demo they got to a song that featured a rapper. Tone from Track Masters was like "niggas coming up from Philly, they hot". So Freck's friend said "my man right here, he crazy". Tone looked at Freck and said "you hot?" and Freck said "nigga, is your beats hot?" After Freck rapped it was history; Jermaine Dupri, LA Reid, Arista Records, record deal, \$100,000 advance.

THE REALITY CHECK

Everything thing was lovely; a feature on Tamia's album. Everything was going smooth; recording with the likes of Foxy Brown and Omarion. Cruising at 100 miles per hour in that new Bentley GT, until BOOM! The Titanic hit the iceberg. Arista record label behemoth L.A. Reid was fired after what seemed



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to be an amazing year of success after success. Freck survived the wreck but it was like going through rehab. The young star was still recording, still doing his thing, but things were coming to a grinding halt. Freck began writing for Young Rich Hilfiger, son of Tommy Hilfiger who was recording out of Siz Studioz. It was here that Freck met JiCE of Sizzle Records. There's gotta be a future....

THE HERE AND NOW

Now that the Trackmaster deal was mutually dissolved, Freck was faced with a huge decision. It was here at the crossroads, that young JiCE approached Freck with the idea of building the project and street buzz before approaching opportunities that await newly released "free agents" in the off season. Freck chose to ink with the fledgling Sizzle Records and the rest is the future. It was this idea of "build it and they will come" that paved the way to this collection of future mixtape masterpieces and album classics. With the Billionaire

mentality, full of confidence, wit, and conviction, Freck skillfully bridges the gap between "the block and the yacht". Songs like the Baby Boy produced "Cook It" paint vivid pictures of Philadelphia's inner city landscape and graphically shows you what can happen to ambitious youth without a creative outlet available. Then you have the clever yet playful Just Blaze produced "Break You Off" featuring Fabolous, which shows you a brighter side of life. Here Freck describes a night of fun in the club, and the cat and mouse pursuit of flirtatious females playing hard to get. Now that Freck Billionaire's street opus "A Fistful Of Dollars" narrated by mixtape king DJ Clue is flooding the streets of his home state of Pennsylvania and abroad, the lead single and video for "Cook It" is blazing radio and TV, it's only a matter time before the majors come calling. Finally you can forget the beefs, the dramas, and the artist's who get situations because of their super human stories, but have no music. There is an artist's artist, a fan favorite whose music speaks for itself and his name is Freck The Billionaire.



BREEDING GRO

that when he opens his mouth the right people are listening. There is no procrastination on his part. With hits like Peanut Butter being played by DJ Clue and DJ Envy, features on Fabis up and coming Gangsta Grillz, Freck Billionaire is making sure we are all familiar with his name and we remember it.

AllHipHop.com: Where did the name come from?

Freck Billionaire: I was fortunately blessed with freckles and everyone in my neighborhood called me Freck. I got Freckle Face and it kind of stuck with me. So everyone in the hood and Philly called me Freck. There was another guy in my neighborhood RIP as he was killed and he was called Butter as he had freckles too. After he passed on I was always known as Freck. I was real distinctive and I took the name. The Billionaire came from doing everything I want to do. You know the type of lifestyle I wanted to lead.

AllHipHop.com: You did a bit of time in jail, was that good for you when it came to sharpening your skills as an MC?

Freck Billionaire: Yeah I mean I have been locked up a few times throughout my life, nothing that I

ALLHIPHOP.COM

By MELANIE CORNISH

When you are part of any club or association there is a certain protocol you have to follow. To roll with a club like the Billionaire Boys, you would have to be fly, you would have to be comfortable rubbing shoulders with the bosses and you would have to emulate nothing but class, success and control.

Philly born, street raised Freck Billionaire is a rapper that feels comfortable in that world. It's not that he expects it that way, like some of his contemporaries might; he is working to be a part of the elite club his name portrays.

Part of Fabolous' Street Family, once signed to the renowned Trackmasters, Freck has made sure

am proud of. But the last time I was locked up was when I started writing rhymes. I have a son coming up eight years old and at that time when I was in jail he was four years old. I realized one day that I was out hustling and in and out of jail and I realized then I wasn't setting an example for my son. At the end of the day he wouldn't have no future, you know I wasn't no ball player or I wasn't going to college. I was looking in magazines and looking at yachts and G4s and Maybachs and I was thinking, this is the

kind of lifestyle I want for my kids and my family. At that point in time when you ain't no athlete or at school, you have to come up with something to do. Naturally I have a

few cousins who are good at rapping, so I learned from my cousins. I have been a big Hip-Hop head and music is my life period. I knew good music. I came up under Biggie, Mase, The Lox, Nas, Jay-Z. So I basically knew what I wanted to do and I knew what lane I wanted to be in. I was incarcerated in a maximum security prison where you are locked up for 22 hours a day so I had nothing to do but write. I wasn't going outside or nothing like that, so I just wrote as much as possible and I was getting better as time was going on. The person who was in the cell with me and others in jail would tell me when I got out I would be going places. I never do anything to waste my time, so of course I believed in myself anyway. But you can have a bias opinion at times being that it is our own music. I listened to everyone else and thank God, two weeks after I got out of jail I had my record deal.

AllHipHop.com: How long ago was this?

Freck Billionaire: This was three and a half years ago.

AllHipHop.com: Now how long were you signed with Trackmasters?

Freck Billionaire: I was with them for roughly two years.

AllHipHop.com: So what happened with that situation?

Freck Billionaire: I had come out of jail and a guy from my hood, he had an R&B artist, his name is Stirling. So I knew his manager and when I was in jail people were telling him that I was hot and I would rap for him over the phone when I was in jail. They liked what I was doing. So one day, it was a Sunday, he came around and asked if I wanted to take a ride with him. He was taking his R&B artist up to meet the Trackmasters as he had a guy who knew Tone from the Trackmasters and I went for the ride. We met with Tone and Poke in the studio. They were playing Stirling's CD and they had a few engineers with them. They were really feeling it and he had one of his cousins or friends rap on one of his songs. So Tone asked who was rapping and Tone started talking about rappers from Philly, saying they were hot. Then my friend, Stirling's manager pointed to me and said I was hot. So Tone turned around to me and said "Are you hot?" and I just said "Ni**a your beats hot?" and he laughed. So they put a beat on and they let me rap and once I rapped for them, it was like Stirling wasn't in the room no more.

AllHipHop.com: That was it then?

Freck Billionaire: Well I went back to Philly and after a week they called my number and they put me on the line with LA Reid. I thought they wanted me to rap but they just wanted me to talk and show my personality. You know I don't try to talk fly, it just comes naturally. They put me on the phone and LA said, "I only know one billionaire," and I told him he knew two now. We were just talking back and forth and he was looking forward to meeting me. To have LA Reid talking to me on the phone was like a dream come true. Then I went up to a meeting a week later. It was the year when Jermaine Dupri was working on the Usher project. I was waiting outside sweating, thinking they were going to leave me outside until they were nearly done but they opened the doors for me to come in after about five minutes. There was about thirty suits and all kinds of people at this meeting as it was a meeting for Bone Crusher...

Continued at <http://allhiphop.com/blogs/breeding-ground>



RIGHT ON MAGAZINE



FRECK BILLIONAIRE

The Hustla

Why is he on the verge of blowin' up?

Don't let the freckles fool ya. Freck Billionaire is not as innocent as he looks. Freck who was born and raised in the streets of West Philadelphia, got his first legal job at just thirteen but he quickly learned that minimum wage wouldn't cut it. "I busted my ass all week at the day-care for \$150," he recalls. "I [couldn't] even buy kicks with that type of bread."

The idea of easy money lured young Freck into the drug game and from ages 13 to 23 he spent his time hustlin' and wracking up quite the arrest record (19 times before turning 22). His last arrest landed him in Philadelphia's Curran-Fromhold Correctional Facility where he served a two-year bid. But Freck didn't let prison hold him down, in fact he spent his time behind bars studying the pages of *The Robb Report*, a luxury lifestyle magazine, and making plans to change his life upon his release. And that's just what he did.

After just eleven days of freedom, Freck had a chance meeting with a production duo known as The Trackmasters. "I wound up rapping for them, and by the time I was done, they told me I never had to go home unless I wanted to. Three days later, I came back to New York to meet [then Arista CEO] L.A. Reid, Jermaine Dupri and the rest of the staff. They signed me on the spot."

Unfortunately, Arista Records dissolved later that year but Freck quickly bounced back and found himself signed to a newly launched indie label, Sizzle Records. With his street album, *A Fistful of Dollars*, which features production by Just Blaze and Cool and Dre, Freck finds himself back on the block feeding the needs of the people, but this time it's all legal.

The Spark:

Back when he was running the streets in Philly, Freck developed a relationship with Fabolous, which comes in handy now that he's in the rap game. "He's taken a liking to what I am doing and had given several opportunities to get on a lot of things... The whole experience has been invaluable," he says. Freck has already recorded two tracks for Fab's forthcoming Def Jam debut and that's just the beginning.



A FISTFUL OF DOLLARS

THE STREET ALBUM

SIZZURP
MILLIONAIRE



FRECK BILLIONAIRE - FOR A FEW DOLLARS MORE

Published: Sunday - August 12, 2007

DJ Clue Presents: A Fistful of Dollars hit stores last year. The first thing that came to mind was, "Since when is DJ Clue hosting mixtapes?" Before I had time to adjust to the cabin pressure in my time capsule, I ran across Fabolous, Just Blaze, Trackmasters, Cool & Dre, Reefa, Megahertz, and Omarion's names in the track listing. How twisted is this world when platinum artists have yet to boast such collaborations?

This year, Freck Billionaire weaves into Fab's new album like fine embroidery. The lyrical exercise he demonstrates on *This Is Family*, sprinkles sugar on one of the hottest rap albums this summer. Turns out, southern artists aren't the only ones who get along. Now they tell me Fab is set to executive pro-

duce "West Philly Freck's" new album. All this - before he inks major distribution folks.

Wait there's more.

The fans are mounting a rally for him now, and they're not alone. DJ Clue, DJ Khaled, DJ Absolute, DJ JDS, DJ Enuff and Cosmic Key, are spinning his new single Peanut Butter into heavy rotation. Amidst all the commotion (award shows, video shoots and driving around in Maybachs - chauffeured of course!), he called to give us

the scoop. With plans to release another street album this summer, *For A Few Dollars More*, I wonder how his personality effortlessly maintains such an unexpected mix of humility, and even more rare focus.

Joi Rogers: 2007 has been good to you!

Freck Billionaire: Thank God!

Joi Rogers: [Giggles] It's been a long time coming hasn't it?

Freck Billionaire: Yes a very, very, very long time. Long for some short for others, but in my case a long time coming. You know sometimes when you're being patient you want things to happen over night but you know you got to learn the life, let it happen when God is ready for it to happen for you because

Freck Billionaire: it's best for you. Sometimes when it happens at your pace you can't handle it or be as prosperous as you want to be, so you know long time coming but I appreciate it I'm here.

Joi Rogers: Let us get right into it! I need you to tell me about the Peanut Butter song. I need you to tell me about the creative process that went behind it and who produced it? It's a great record so there has to be some sort of magic secret ingredients that you put into it to make it is what it is.

Freck Billionaire: Actually you know to make a long story short I had got an email, talked to a lot of producers I know, producers I like. I like to give them a shout sometimes because I know what it's like to be on the other side. I know it's very hard. All of us were nobody at one point and time so I like to give them a listen. I had come across the beat, seen it said peanut butter, I opened it up and liked the beat a lot. I had to get on top of it. I had it for like a few days, I played it for a few people. The people I played it for I really respect their ear, a friend of mine Red Café, a friend of mine Fabolous, a friend of mine Animal Steele - You know I played it, I played the record for those three guys all three of them went nuts, like this is a good record. So at that point in time, it really made me look at it from a different angle and I was just like, I'm going to write something to it, but I wanted to write something fun because it was already a hit from the beginning. The beat and the hook was there it was already a smash, like controlling me. It was just like I write something that represented me, but with a southern feel. Something fun, but still catchy with the lines so people could visualize what I'm saying at the same time, so it's just witty and fun. A friend of mine, Fabolous was just like just have fun with it give it that cocky n̄ that cocky southern flow, so I put a flow that matched the record that's how it happened.

Joi Rogers: OK is this just gonna be a single? Are you gonna push this to come out on an indie label?

What's gonna happen with this song?

Freck Billionaire: Right now.. I don't take no record personal. Personally whereas though you know it's like I'm going to try to make something out of tomorrow. It's like Cook It was a catchy radio record and you know it was a good record. Everybody, the DJ's out here would be feeling it so right now I'm just gonna let it do what it do. It won't lie if it's hot. If it's hot you know what will happen with it. We're going to take it to the biggest level possible. If I put anything else out it's gonna be on a major label, so if anything it will be on a major label, if not it's just gonna be a record. I'll let it bubble until you know until it do what it do. I always try to make a different record everyday to top that one. You know this record tomorrow, put that out so it's just like I just want see what it do. It's looking real good right now but just let it do what it do.

Joi Rogers: That was my next question I wanted to know if you were looking to stay indie or if you really wanted to go major? So what are your thoughts on like the indie game right now in relationship to the major game?

Freck Billionaire: I think the indie game is lovely for a person that's been known ahead, you know, had been shown love by the majors before, and had the



big publicity around them before had sold records because they already have a fan base so more or less they can go independent and still have those fans. A lot of times the fans don't care about which record label you're on if they're true fans they'll stick with you...

Continued at <http://yoraps.com>



Pic. Oluwaseye
Hat. New Era
T-Shirt. RichYung



Pic. Oluwaseye
Hat. Gucci
T-Shirt. Gucci

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