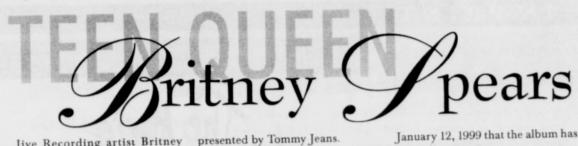
The Portland Observer -

Focus

May 5, 1999 Page 9



live Recording artist Britney Spears kicks off her "... Baby One More Time Tour" on June 28th at the Amphitheater in Pompano Beach, FL to support her debut album...Baby One More Time. Britney's first headlining tour will be

In addition, her album retains its #1 position for a second week, selling over 273,000 units (that's 100,000+ over last week - 62% increase!). Britney's rise to #1 marks the third time since its release on taken over the top spot on Billboard's "Top 200 Albums" chart. Britney has already had quite a year with a #1 single for "...Baby One More Time" and a #1 album which has since gone triple platinum.

Frum Tha Soul ree 'hroughout R&B's amazing his

tory, extremely talented, power-soul singing groups have been at the core of its international popularity, influence and success. From the early days of the dynamic Dells and tempting Temptations, to the later superstar turns of Levert, Jodeci and Dru Hill, tight harmony, mesmerizing melodies and scintillating leads have defined the seductive, show-stopping essence of the Black male crooning collective. In that honored, highly entertaining tradition, RCA Records proudly introduces III Frum Tha Soul, a talented trio from Cincinnati, Ohio whose explosive sound, smooth style and vibrant vocal blends populate their impressive self-titled debut CD.

An urban music milestone with undeniable crossover potential, III Frum Tha Soul features the sizzling lead single "Black Superman," a juicy head-nodder romantically finessed with '90s hip-hop/ funk flavor. Produced by Aaron "Baby Boy" Griffin, III Frum Tha Soul's Big Jim, G-Child and Rico dig deep down to the roots of real R&B. But despite its boastful title, "Black Superman" is not just another urban male ego trip. Big Jim explains: "It's a positive song about a strong, secure brother who gives mad props to his lady on all levels: romantically, spiritually, sexually and intellectually. He's a Black Superman with love and respect for his Black Superwoman." Rarely has a new group entered the

chart wars with the vocal, performing and creative ammunition of III Frum Tha Soul. Multifaceted, they co-wrote the smoldering CD track "Ain't No Way To Treat A Lady." And quite aware that on the production front there is strength in numbers, they elicited several high profile producers for their project. The stellar list includes Gerald Levert (the group's mentor) & "Tony" Nicholas, Keith Sweat, Herb Middleton, Todd Pierce, Gerald Isaac, and the above-mentioned "Baby Boy." "We've been in the business long enough to know that to be really successful and achieve longevity,



you have to work with the best," G-Child wisely advises. "So when we finally got the opportunity to record this album for RCA, we asked for and got top people who totally related to us and us to them. There's no way this album could be as good as it is if everything and everybody wasn't totally in sync."

Corroborating G-Child's statement, the III Frum Tha Soul album reaches new urban music heights. Its authentic, straight from the heart of soul chemistry embraces the senses, beginning with the opening track "You Played Me." Composed and produced by Gerald Levert and Tony Nicholas, the infectious mid-tempo jam is like a first love - fascinating to experience, impossible to forget. "Take It Slow" showcases the sheer emotional power III Frum Tha Soul delivers when belting out serious slow jams Beautifully executed, it's an anthem for lovers of all types, who will no doubt make it "their song."

A common thread through III Frum Tha Soul's lyrical content is the group's obvious intention to project positive romantic images, offering deserved high regard to the opposite sex. Search as hard as you want, the B-word or misogynist messages can't be found on this album.

Looking good and totally on track, as "Black Superman" soars up the charts and their extraordinary, award-worthy album captures the nation's hearts, III Frum Tha Soul's new R&B saga begins. Simply put, their message is music, their music is magic



Britney Spears will be in concert at the Washington County Fair in Hillsboro, OR on July 27.



