

Kid Cudi's Former Manager Exposes The Truth

KID CUDI CAUGHT CHEATING: Exposing His Secret Relationship With Former Manager

Sept. 25, 2009 - [PRLog](#) -- KID CUDI CAUGHT CHEATING:
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New York, NY- (September 25, 2009) Everi Exposure Management CEO, Sydney MacDonald, has challenged Kanye West's Billboard topping Hip Hop artist Kid Cudi (Day 'N' Nite) to finally come clean with their fans once and for all. It seems that both Kanye West and Kid Cudi have no problem stealing the spotlight from anyone deserving it. The 25 year old Scott Mescudi, aka Kid Cudi, who is set to feature in a HBO Television series "How To Make America", has not been honest with his fans as to how he actually made it big as a hip hop artist and actor, cheating everyone from the truth.

Cudi's former manager Sydney who's also Managing Director of Unlock Radio and Magazine states:

"Kid Cudi has fooled everyone in believing his story of being a lonely struggling artist, once moving to New York. This claim of struggle never took place, and Cudi needs to be called out for deceiving his fans.. His goal was to have it appear as Kanye West being the real genius behind a great success story."

The former manager and entrepreneur has the truth and exposes Cudi's shaky past lifestyle,. He also provides the hidden truth behind his success, even those in the media failed to notice. He exposes their two year relationship, and challenges him to come clean and set the record straight once and for all.

Sydney MacDonald has issued the following statement setting the record straight:

"It's a fine line between "Real and fake". Hip hop fans always stick to the code of supporting the "real" and staying away from the fake or dishonest. What a rapper talks about in an interview or on tracks, fans take at face value, because it means everything to those fans that are buying into the "person" as opposed to just the album. His story as a lonely struggling artist has put his integrity with his fans, and all who invested time, money and resources into question. He never struggled as he claim he has."

""This time Cudi went to far pulling the wool over everyone's eyes. After signing his deal with Kanye West, he allowed to let the truth get in the way of a great success story. Cudi along with his older sister Maisha, have openly expressed how pleased they were with his success, while under management with Everi Exposure from 2004-2006. For some odd reason he decided to make struggle, stress and loneliness the theme of his album, cheating his former management out of thousands, hiding behind his imaginary story that no one believed in him. We were dismayed to see all of the media coverage, speaking of his struggle as a artist once moving to New York. We believe for the sake of having a great success story he decided to keep quiet about what really happened. We invested our time, resources and thousands of dollars into his career both as a artist and actor. For Cudi to say that he struggled and had no one in his corner prior to signing with Kanye, is very insulting, and he should be ashamed. It becomes personal for any professional who after investing in an artist, get robbed from the truth and left holding the bag with unpaid management fees. Working under Everi Exposure allowed Cudi to be trained and mentored by some of the best professionals in the industry. This is why we also take full responsibility for Cudi's budding acting career for which he still has yet to give us credit."

"It seems Kanye West and his entire team will do anything to steal the shine from those who truly deserves it. Kanye's behavior at the VMA's is proof of that. It seems after all his success, he would set the record straight concerning his former management, and his debts. Not paying a penny toward management of two years is out right selfish. I think it's just a matter of time before he is totally exposed."

Sydney MacDonald (CEO of Everi Exposure Management - www.everiexposure.com) has worked closely with record labels casting directors and producers since 2002. He lauched Everi Exposure Management in 2003 and quickly established himself with a roster of actors, models, and hip-hop artists. Sydney has booked his talent in major films including "Freedom Land" with Morgan Freeman, "The Interpreter" with Sean Penn and Nicole Kidman, "Just My Luck" with Lindsay Lohan, "American Gangster" with Denzel Washington, and most recently "Salt" featuring Angelina Jolie, which is scheduled for release in spring of 2010. Everi Exposure Management has worked with dozens of major Hip Hop and R&B artists including Curtis "50 Cent" Jackson, Snoop Dog, Jay-Z, Sean "P. Diddy" Combs, Jim Jones, Jadakiss, Trey Songs, Dame Dash, T.I., Nelly, Fabolous, Fat Joe, Juelz Santana, and Jamie Foxx. Currently, Everi Exposure Management has over 200 models & actors on their roster and over a dozen hip hop and r&b newcomers (including Kacey Chrysler "The Future of Hip-Hop" - Hot 97 DJ's Jazzy Joyce and Uncle Ralph McDaniels).

From 2005-2008 he was Director of Special Projects for Concise Hip Hop/Fashion Magazine.

Currently he is the Managing Editor of Unlock Hip Hop Magazine and East Coast Programming Managing Director of Unlock Radio (www.unlockmag.com). Sydney is also the host of "The Everi Exposure Daily Recap Show" which airs weekdays at 5pm on Unlock Radio.

Interview inquiries with Sydney MacDonald: Please call Michael Martinez, 212-712-7362.

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