

Lex Luger The Man Behind The Beat!

Mizay's Producer Of The Year..... LEX LUGER

Dec. 27, 2010 - [PRLog](#) -- Only 19 years-old and music whiz Lexus "Lex Luger" Lewis has already scored two of the biggest street records of 2010, Rick Ross' "B.M.F." (Teflon Don) and Waka Flocka Flame's "Hard in the Paint" (Flockaveli). Hailing from the talent-rich state of Virginia (Timbaland, Missy Elliot, Neptunes, Chris Brown), Lex Luger has obviously been drinking the kool-aid. On the strength of the instant anthem Blowin' Money Fast, Lex Luger helped to catapult Ross' fourth studio LP to the #2 spot on the Billboard 200, R&B/Hip-Hop and Rap charts, selling over 175,000 copies its first week out.

The young beat banger was seemingly born to make the speakers talk. His dad, who played the drums, was adamant about his son being involved in music and started him out playing the drums as a toddler, which quickly turned into his own passion. "I started playing the snare before I began on the drums, because that's what I liked better at first. But once I mastered the drums, it got me into experimenting with other instruments. But music is in my blood, both my mother and grandmother played the keys." From there his curiosity of putting sounds together intensified. Lex Luger began using a music program called Music Generator for Playstation 2 and would make as many beats as his free time would allow but he wouldn't share his creations with anyone. "I wasn't sure if they'd be as good to anyone besides me, so I kept whatever I was working on to myself. But once I did let people hear, they gave me some good feedback and told me to keep on working so that's what I did. I worked, worked, worked and worked some more." A poster child for determination, focus and an impeccable work ethic, Lex Luger has been crowned the new beat king of the south and beyond. His first year out and he has already secured a nomination for Producer of the Year at the 2010 BET Hip Hop Awards, a category that includes top-tier veterans such as Drumma Boy, Swizz Beatz, Boi-1da and Polow Da Don.

Lex Luger got his professional start the old-fashioned, 2005 way- through MySpace. He contacted an up and coming rapper by the name of Waka Flocka Flame who had just released a mixtape and took an interest in the hard-hitting trapped-out vibes the trailblazer was concocting. "I was just real hungry and was reaching out to any and everybody and Waka was the only one who reached back out. Once he gave me his email, I was hitting him up every 2 to 3 days with at least 20 beats." When Waka's certified banger "O Let's Do It" (produced by L-Don) dominated the airwaves, he kept his promise to the skilled neophyte and moved him to Atlanta so the two could grind it out in the studio. Their producer-MC chemistry proved to be a lethal combination: raw lyrics over sonically aggressive 808 bass lines. In fact, Lex Luger produced 75% of Flockaveli, a solid testament of the two artists unique energy and compatibility.

Splitting his time between VA and GA, Lex Luger, who also produced Ross' "MC Hammer" single and Fabolous' "Lights Out", has been working with Kanye West, Whiz Khalifa and Gucci Mane, amongst a slew of others. Lex Luger is in the process of showing people just how artistic and versatile he can be, working on projects in the Pop and R&B genres. Even though he has topped charts, the artist in him continues to compete with himself. On a mission to solidify himself in the game, his address may have changed, but his grit, grind and hustle remains the same.

Lex Luger is currently housed at Mizay Entertainment Inc., a talent management powerhouse, founded in 2007. Mizay Entertainment under the direction of Debra Antney is responsible for catapulting the careers of Gucci Mane, Nicki Minaj, OJ Da Juiceman, Waka Flocka Flame, and more. Known for its results and impact in changing the music game, Mizay Entertainment is dedicated to evaluating the careers of talented entertainers. Equally important are the company's philanthropic efforts set forth by cultivating relationships, creating opportunities and investing in the community. For more information about Lex Luger or Mizay Entertainment please visit www.mizayentertainment.com

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