

For Immediate Release

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The Underwire Interactive Magazine

Presents

ICONS

Featuring Hip Hop Legend

Ice Cube

In his most personal feature and interview to date

This special edition available for download: **March 30, 2010**

Cyber Cerebral Publishing – **Ice Cube** just got interactive!

One of Hip Hop’s most acclaimed legends graces this special edition of The Underwire Interactive Magazine! **The UIM Presents: ICONS** finds Ice Cube getting more personal than you’ve ever heard him before in honor of his extraordinary 20-year solo career!

“We’re a groundbreaking publication,” says Brian Wise, Chief Architect, “so our goal is to continue to break ground. We’ve done it yet again, this time with Cube.”

Ice Cube is far more than his career in entertainment. He’s more than hit singles, chart-topping albums, and box office star power. And it took The Underwire Interactive Magazine creating this special edition to show Ice Cube like you’ve never seen him before! Since releasing his solo debut album “AmeriKKKa’s Most Wanted” in 1990, Ice Cube has grown into one of the most interactive entertainment figures of our time. An issue such as this is justly fitting.

Lench Mob Records’ marketing executive Robert Redd says, “History will show that Cube’s career paved lanes that made it possible for Hip Hop artists to move beyond the microphone and maximize the opportunities around them.” Ice Cube appearing in an innovative publication like The UIM further demonstrates his ability to remain ahead of the curve and impactful.

“We have a great deal of respect for Ice Cube; we needed to create an edition worthy of his stature, but also respectful of his person – not just his career,” says Mr. Joe Walker, The UIM Editor In Chief and Creative Director.

The UIM Chief Architect Fathom adds: “Ice Cube is an amazing chapter in Hip Hop’s storied past and present. Him gracing The Underwire Interactive Magazine shows he also understands its future.”

Cover to cover this entire edition of The Underwire Interactive Magazine is focused on Cube. Each innovative magazine section –*Thank You Thank You Thank You, Royal Dime, What If, Animated Icon, Battle Zone, Lost & Found, Must Play Song Menu, MC Evaluations, Remember These Words, Through The Wire*, and marquee features *Interactive Lifestyle* and *Straight To The Point: The Best Ice Cube Interview Ever* – celebrates the multi-platinum recording artist's impressive 20-year solo career!

To take this journalistic and technical masterpiece one giant leap further, Ice Cube contributed exclusive audio commentary discussing how it feels to be considered an icon!

The UIM Presents: ICONS featuring Ice Cube also features a host of notable industry personalities - WC, DJ Crazy Toones, DJ Dub, Stat Quo, Crooked I, Anthony "Scoe" Walker, CJ Haynes, Rick Chyme, Chilla Pertilla, Treal City, Steven "MaxOne" Trudeau, and Keith Clinkscales (ESPN Senior Vice President of Content Development and Enterprises) – all showing love to Cube's 20-year solo career!

This edition is available for download @ www.TheUIM.com **March 30, 2010**

The Underwire Interactive Magazine is the industry's first Audio Visual Interactive Media Experience (AVIME) publication, this downloadable entertainment combines audio and visual media. Cyber Cerebral Publishing, LLC, publishes The UIM via the Internet and disk ROM hard copies. For more information visit www.theuim.com

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