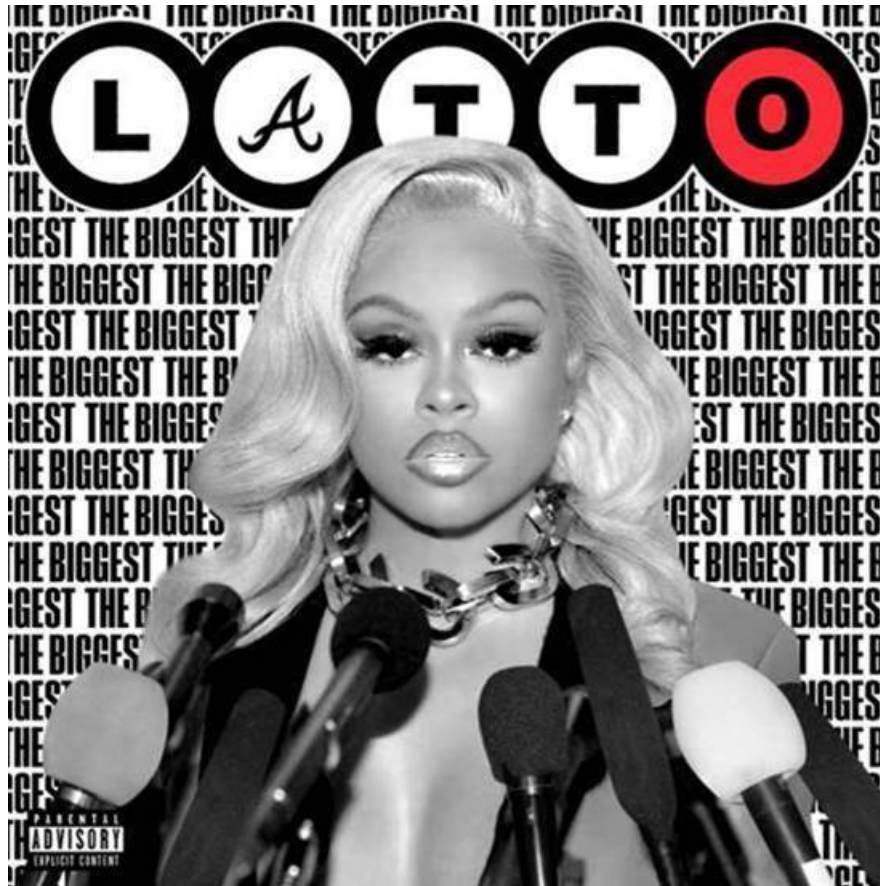


NEW MONEY, NEW CRIB, NEW WHIP, NEW NAME...

LATTO RELEASES “THE BIGGEST”



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[New York, NY – May 21, 2021] Today, Atlanta-based rapper **Latto** (*formerly Mulatto*) shares new single and video [“The Biggest,”](#) the first official release under her new moniker and of 2021 via **RCA Records**. The highly anticipated **Supah Mario & Akachi**-produced release explains the 22-year-old rapper’s reasoning for the stage name change, her intentions and moving forward with this new phase of her career.

The **John Tashiro**-directed (Megan Thee Stallion, SAINT JHN, Future) video shows snippets of her personal life and professional milestones from over the years. To further expand on the decision to change her stage name and her explanation for it, Latto sat down for an exclusive interview with **Billboard** – click here to [read](#) / [watch](#).

Watch “The Biggest”: <https://Latto.Ink.to/TheBiggest/YouTube>

Latto on her name change (from *Billboard* interview): *"I feel like it's a new chapter, and I don't want any more of that negative energy. Latto is like 'Lotto,' but my little twist on it. This new name is going to bring new opportunities and new positivity and good fortune. That's actually what Latto is to me."*

With the start of these changes in this new chapter of her career, it's clear that Latto is *still that bitch*. Her hit track **"Bitch From Da Souf (Remix)"** featuring **Saweetie & Trina** is now **RIAA-certified Platinum** and her track **"Muwop"** featuring **Gucci Mane** is **RIAA-certified Gold**, making Latto the first ever female solo rapper from Atlanta to go RIAA-certified Gold or Platinum. Her 2020 major label debut album ***Queen of Da Souf***, along with the extended version, has garnered over **364 million streams worldwide** and her videos continue to rack up views – "Bitch From Da Souf (Remix)" featuring Saweetie & Trina has nearly **70 million views** and "Muwop" featuring Gucci Mane has over **57 million views**. Throughout the past year and a half, Latto's been praised, featured and interviewed by various press outlets including ***NPR, Billboard, FADER, XXL, Complex, Vogue, ELLE, Interview Magazine, T: New York Times Style Magazine, Cosmopolitan, Allure, GQ, PAPER, ESSENCE, Pitchfork, Noisey, UPROXX, The Source, Hot New Hip Hop*** and more.

New money, new crib, new whip, new name – stay tuned for more from Latto coming soon.

Buy/Stream/Watch "The Biggest":

Multi: <https://Latto.Ink.to/TheBiggest>

YouTube: <https://Latto.Ink.to/TheBiggest/YouTube>

Keep Up With Latto:

Instagram: <https://www.instagram.com/latto777/>

Twitter: <https://twitter.com/Latto>

YouTube: <https://www.youtube.com/latto777>



Photo Credit: Scril Davis

About Latto:

Raised in Atlanta, GA, 22-year-old rising rapper **Latto** has been making a name for herself since she was 10 years old. *The Rap Game* Season One winner has continually released music since 2016 and signed with **RCA Records** in 2020. In June 2019, Latto released her EP **Big Latto**, which included her breakout-hit song **“Bitch From Da Souf.”** The December 2019 release of her follow-up project, **Hit The Latto**, contained the remix version of the track featuring **Saweetie & Trina**, the accompanying video has been viewed **nearly 70 million times**. Prior to the aforementioned, her impressive catalog of music includes **Miss Mulatto** (2016), **Latto Let ‘Em Know** (2017) and **Mulatto** (2018).

As part of the elite new wave of female rappers, such as Flo Milli, City Girls, Saweetie and more, Latto has proven that her pen game, replete with witty and raw verses, is unmatched. Her track **“Bitch From Da Souf (Remix)”** featuring **Saweetie** and **Trina** went **RIAA-certified Platinum**, making Latto the **first solo female rapper from Atlanta** to accomplish this feat. The 22-year-old was also one of only two women inducted into the **XXL 2020 Freshman Class**, earning her another major milestone in her

burgeoning career. In August 2020 Latto released her major label debut project ***Queen of Da Souf*** and later that year also released of the extended version of the project. Combined, both versions garnered over **364 million streams worldwide** and had multiple standout tracks including **“In n Out”** feat. **City Girls**, **“Sex Lies”** featuring **Lil Baby** and the now **RIAA-certified Gold** track **“Muwop”** feat. **Gucci Mane**. In addition to her own music, Latto has been inescapable; from her cameo in **Cardi B’s** iconic **“WAP”** video featuring **Megan Thee Stallion**, to countless features including **Chris Brown & Young Thug’s “Go Crazy (Remix)”** with **Future** and **Lil Durk**, **Chloe & Halle’s “Do It” (Remix)** with **Doja Cat** and **City Girls**, **NLE Choppa’s “Make Em Say”** and **Hitmaka’s “Thot Box (Remix),”** she’s proven that Big Latto is bigger and better than ever before. This summer Latto will be performing at the **Rolling Loud** festival in Miami and **Lyrical Lemonade’s Summer Smash** festival in Chicago.

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