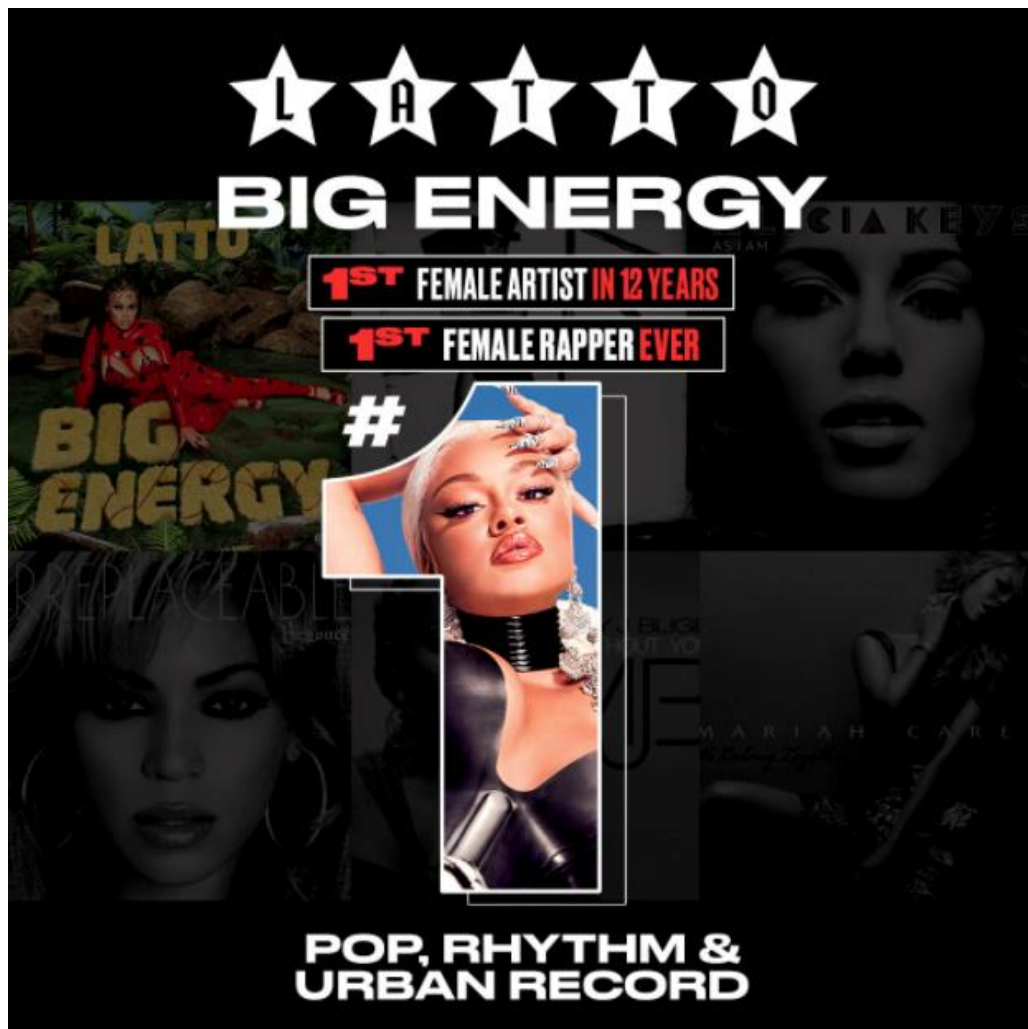


BIG LATTO BREAKING BIG RECORDS WITH "BIG ENERGY"

**LATTO MAKES HISTORY
AS THE FIRST FEMALE RAPPER TO HAVE A #1 RECORD AT POP,
RHYTHM AND URBAN RADIO
WITH HER HIT SINGLE "BIG ENERGY"
AS IT GOES #1 THIS WEEK AT TOP 40 RADIO**

FIRST FEMALE ARTIST IN 12 YEARS TO ACCOMPLISH THIS

NEW ALBUM 777 OUT NOW



“The success of Latto’s top 20 single ‘Big Energy’ underlined the arrival of a fierce, unflappable new presence in popular hip-hop, and new album 777 argues that such a presence is ready for the A-list.” – BILLBOARD

“...Latto is a formidable force...” – PITCHFORK

“The Clayton County rep proves she’s a superstar in the making...” - VIBE

“At only 23, Latto proves to be one of the top lyrics in the game, male or female.” – THE SOURCE

[New York, NY – April 18, 2022] ATL-based *Queen Of Da Souf* rapper **Latto** makes history with her smash hit single **“Big Energy.”** As the track goes #1 this week at **Top 40 Radio**, she is **the first female rapper to ever have a #1 record at Pop, Rhythm and Urban Radio** with the same single. Overall, she’s **the first female artist in 12 years** to accomplish this feat, joining the company of **Rihanna** (“Rude Boy”), **Alicia Keys** (“No One”), **Beyoncé** (“Irreplaceable”), **Mary J. Blige** (“Be Without You”) and **Mariah Carey** (“We Belong Together”), the last five to previously achieve this. Available on all platforms via **RCA Records**, the **Tom-Tom Club**-sampled **“Genius of Love”** single is on Latto’s new album **777** out now.

Listen to Latto’s new album **777**: <https://Latto.Ink.to/777>

Watch “Big Energy”: <https://latto.Ink.to/BigEnergy/YouTube>

Listen to “Big Energy (Remix)” with Mariah Carey & DJ Khaled: <https://Latto.Ink.to/BigEnergyRmx>

Additional milestones for **“Big Energy”** include reaching **RIAA-certified Platinum** status, skyrocketing to the **top 5 at #4 (peak #3)** on the **Billboard Hot 100** chart and **#1** on **Billboard’s Hot Rap Songs** and **Hot R&B/Rap Songs** charts plus having **a star-studded remix** with **Mariah Carey & DJ Khaled**. Latto’s latest project **777**, released March 25th, debuted in the **top 20 at #15** on the **Billboard Hot 200** chart and **top 10 at #6** on the **Billboard Top Rap Albums** chart. To continue the momentum of an incredible few months, Latto performed a show-stopping medley of her tracks **“Sunshine”** and **“Big Energy”** on **The Tonight Show Starring Jimmy Fallon** – [click here](#) to watch. You can hear Latto’s new album live on her headlining **777 Tour** that’s currently underway – [click here](#) to purchase tickets.

For the past two years and counting, Latto’s made it known that she’s *the one you bitches hate, but they can’t get past*. To start off 2021, Latto released **“The Biggest,”** the first official release under her new moniker, which explained the 23-year-old rapper’s reasoning for the stage name change, her intentions and moving forward with this new phase of her career. Following that with the release of her hit single **“Big Energy”** in September 2021 has made Latto inescapable. In November 2021, Latto had her late-night television debut on **Late Night With Seth Meyers** performing the certified smash hit. With this new chapter of her career, Latto’s star continues to rise. She received her first-ever nominations for **“Best New Artist”** and **“Best Female Hip-Hop Artist”** at the **2021 BET Awards**. She followed that with performances at the **2021 BET Hip Hop Awards** and **2021 MTV Video Music Awards (VMAs)**. She performed a medley of **“Big Energy”** and **“Soufside”** at the **BET Hip Hop Awards** and at the **VMA’s** she gave fans a sneak peek snippet of **“Big Energy”** prior to its release along with performances of her **RIAA-certified Platinum** singles **“Bitch From Da Souf”** and **“Muwop”** on their **Extended Play Stage**. In addition to her **VMAs** performance debut, she received her first VMA nomination for **“MTV Push Performance of the Year”** for **“Sex Lies.”** She was also nominated for two **2021 Soul Train Awards** and one **2022 NAACP Image Award** for **Chris Brown’s “Go Crazy (Remix)”** with Young Thug, Lil Durk and Future. Most recently, she was nominated for **“Top Rap Female Artist”** for the **2022 Billboard Music Awards**.

From her appearances on [LA Leakers](#) and [Funk Flex](#) with her viral freestyles to her feature on soundtracks for **Halle Berry's *Bruised*** and **F9: Original Motion Picture Soundtrack** to her energetic appearances and sets at festivals – her elevation to the top remains unmatched. With over **880 million streams** worldwide across all platforms and accolades continuing to rack up from her success, it's clear that Latto has set the stage to become a global superstar.

Check out her new album *777* out now via RCA Records and stay tuned for more coming soon.

777 Tracklist:

- 1 **777 Pt.1**
- 2 **777 Pt.2**
- 3 **Wheelie feat. 21 Savage**
- 4 **Big Energy**
- 5 **Sunshine feat. Lil Wayne & Childish Gambino**
- 6 **Like A Thug feat. Lil Durk**
- 7 **It's Givin**
- 8 **Stepper feat. Nardo Wick**
- 9 **Trust No Bitch**
- 10 **Busstown feat. Kodak Black**
- 11 **Soufside**
- 12 **Sleep Sleep**
- 13 **Real One**

Buy/Stream 777 Album:

Multi: <https://Latto.lnk.to/777>

Buy/Stream "Big Energy (Remix)" with Mariah Carey & DJ Khaled:

Multi: <https://Latto.lnk.to/BigEnergyRmx>

Watch "Big Energy":

YouTube: <https://latto.lnk.to/BigEnergy/YouTube>



Watch "Wheelie" featuring 21 Savage:

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

Watch "Soufside":

YouTube: <https://latto.Ink.to/Soufside/YouTube>

MONSTER PRESENTS OUTBREAK TOUR

L A T T O

777 TOUR

3.19 SANTA CRUZ, CA — CATALYST	4.1 OKLAHOMA CITY, OK — CRITERION	4.13 DETROIT, MI — THE MAJESTIC
3.20 SAN FRANCISCO, CA — AUGUST HALL	4.2 AUSTIN, TX — EMO'S	4.15 NEW YORK, NY — WARSAW
3.23 SEATTLE, WA — SHOWBOX SODO	4.3 DALLAS, TX — THE FACTORY IN DEEP ELLUM	4.16 BOSTON, MA — BIG NIGHT LIVE
3.25 FRESNO, CA — RAINBOW ROOM	4.5 MEMPHIS, TN — BROWLERS	4.18 PHILADELPHIA, PA — THEATRE OF LIVING ARTS
3.26 LOS ANGELES, CA — THE NOVO	4.6 NASHVILLE, TN — BASEMENT EAST	4.19 SILVER SPRING, MD — THE FILLMORE SILVER SPRING
3.27 SAN DIEGO, CA — HOUSE OF BLUES	4.8 INDIANAPOLIS, IN — DELUXE @ OLD NATIONAL CENTRE	4.20 CHARLOTTE, NC — THE UNDERGROUND
3.29 SALT LAKE CITY, UT — DEPOT	4.9 CHICAGO, IL — PATTO THEATER	4.22 FT. LAUDERDALE, FL — REVOLUTION
3.30 DENVER, CO — OGDEN	4.10 LOUISVILLE, KY — HEADLINER'S MUSIC HALL	4.23 ATLANTA, GA — TABERNACLE

BIGLATTO.COM

Keep Up With Latto:

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

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

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