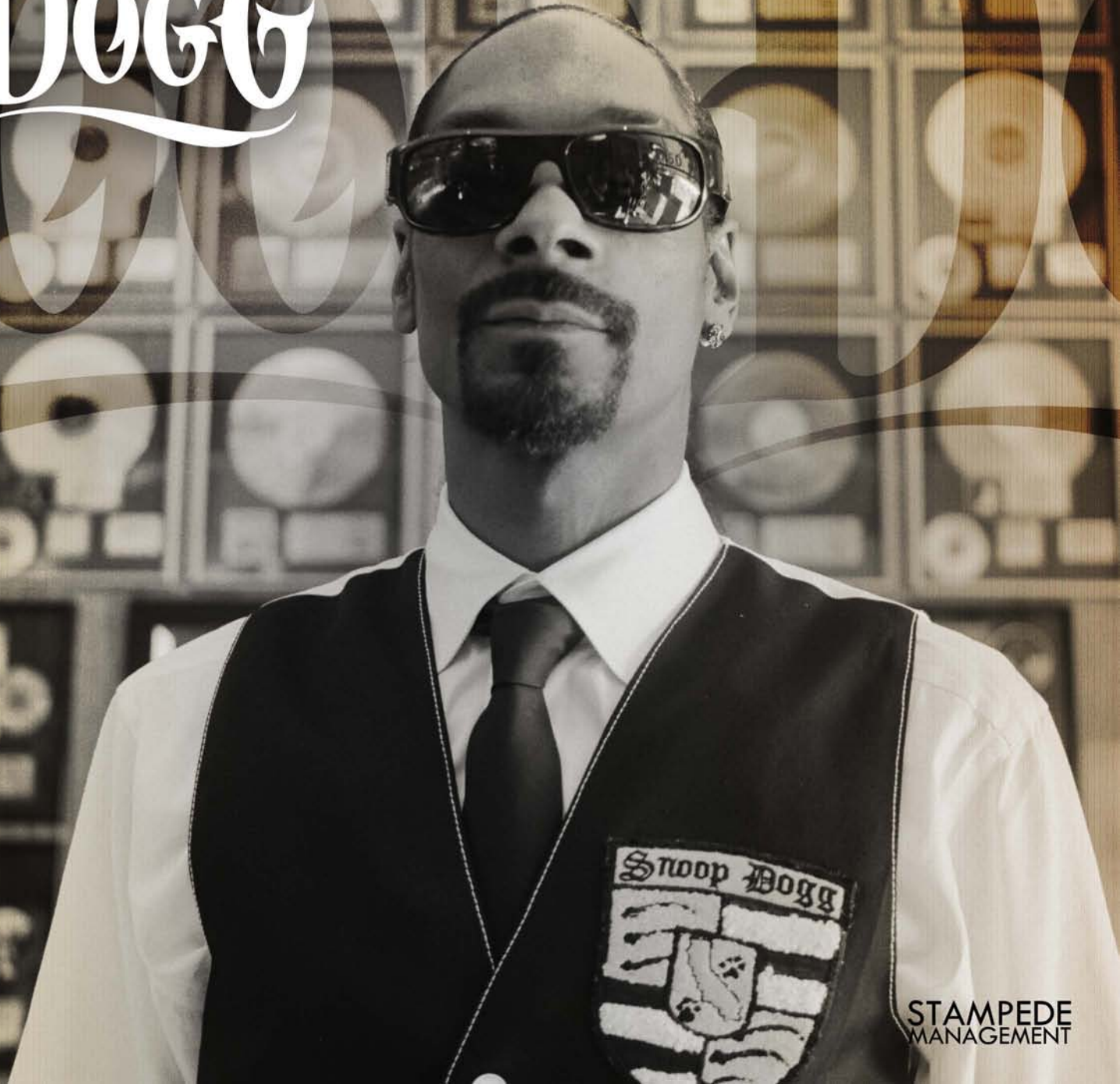


SNOOP DOGG



STAMPEDE
MANAGEMENT

SNOOP DOGG

BIOGRAPHY



Snoop Dogg's million-dollar voice and super-cool persona have afforded him unbelievable longevity, keeping him relevant for almost two decades and 11 solo albums. Since bursting into our collective consciousness alongside famed producer Dr. Dre on the 1992 classic *The Chronic*, Snoop has remained a constant force in hip-hop and a household name around the world... and he shows no sign of slowing down now. He has managed to forge partnerships with some of the world's largest brands connecting them with millions of his fans on TV, on the big screen, and online.

Doggumentary Music, Snoop Dogg's 12th solo album, is set to release in March 2011.

SNOOP DOGG

DISCOGRAPHY



Malice 'N' Wonderland

2009
Sales:



Ego Trippin'

2008
Sales: 300,000



The Blue Carpet Treatment

2006
Sales: 1,500,000



Rhythm & Gangsta

2004
Sales: 3,011,425



Paid Tha Cost to Be Da Bo\$\$

2002
Sales: 1,830,315



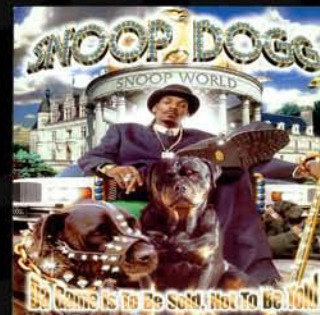
Tha Last Meal

2000
Sales: 2,708,908



No Limit Top Dogg

1999
Sales: 2,000,243



Da Game Is To Be Sold, Not to Be Told

1998
Sales: 2,085,000



Tha Doggfather

1996
Sales: 1,984,000



Doggystyle

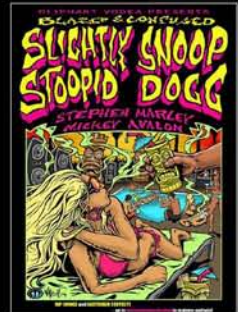
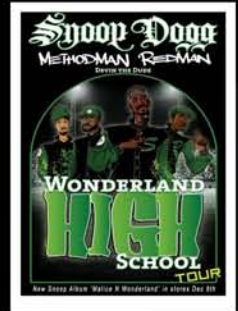
1993
Sales: 6,137,000

SNOOP DOGG

TOURS

- Las Vegas, NV - Crown Theater - Sat Nov 27 / 10
- Universal City, CA - Gibson Amphitheatre - Wed Nov 03 / 10
- Phoenix, AZ - Veterans Memorial Coliseum - Fri Oct 29 / 10
- Universal City, CA - Gibson Amphitheatre - Tue Oct 26 / 10
- Nashville, TN - Vanderbilt University - Fri Oct 22 / 10
- Elizabeth, IN - Horseshoe Casino Southern Indiana - Thu Oct 21 / 10
- West Lafayette, IN - Elliot Hall - Wed Oct 20 / 10
- Detroit, MI - Joe Louis Arena - Sat Oct 16 / 10
- Evanston, IL - Welsh Ryan Arena - Fri Oct 15 / 10
- Okinawa, JP - BMO Music Festival - Mon Oct 11 / 10
- Okinawa, JP - BMO Music Festival - Sun Oct 10 / 10
- Okinawa, JP - BMO Music Festival - Sat Oct 09 / 10
- Yokohama, JP - Yokohama Blitz - Thu Oct 07 / 10
- Tokyo, JP - Zepp Tokyo - Wed Oct 06 / 10
- Lemoore, CA - Tachi Palace Casino - Sun Sep 26 / 10
- Stockton, CA - Stockton Arena - Fri Sep 24 / 10
- West Palm Beach, FL - Roxy's - Sun Sep 05 / 10
- Orlando, FL - Citrus Bowl - Sat Sep 04 / 10
- Philadelphia, PA - Theatre of Living Arts (TLA) - Mon Aug 30 / 10
- Columbia, MD - Merriweather Post Pavilion - Sun Aug 29 / 10
- New York, NY - The Beach @ Governors Island - Sat Aug 28 / 10
- Las Vegas, NV - Palms Hotel & Casino - Fri Aug 27 / 10
- Salt Lake City, UT - Gallivan Center - Wed Aug 25 / 10
- Mountain View, CA - Shoreline Amphitheatre at Mountain View - Sun Aug 22 / 10
- San Bernadino, CA - NOS Event Center - Sat Aug 21 / 10
- Anchorage, AK - DENA'INA CENTER - Sat Aug 14 / 10
- Fairbanks, AK - The Blue Loon - Fri Aug 13 / 10
- Montreal, QC - Osheaga Festival - Sun Aug 01 / 10
- Columbia, MO - 9th Street Summerfest - Fri Jul 30 / 10

The list go's on...



SNOOP DOGG

MOTION PICTURES



**Justin Bieber:
Never Say Never**

2011
Box Office:



Bruno

2009
Box Office: \$60 Mill.
\$78 Mill. Int.



**Arthur et les
Minimoys**

2006
Box Office: \$15 Mill.



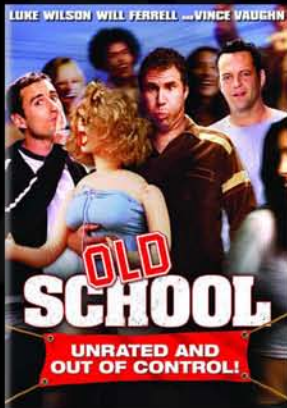
Starsky and Hutch

2004
Box Office: \$88 Mill.
\$24 Mill. Intl.



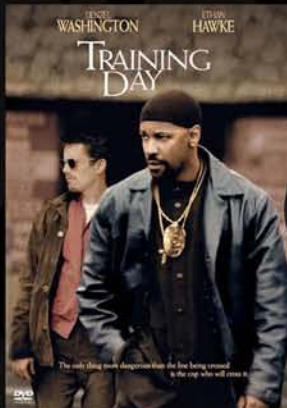
**Malibu's Most
Wanted**

2003
Box Office: \$34 Mill.



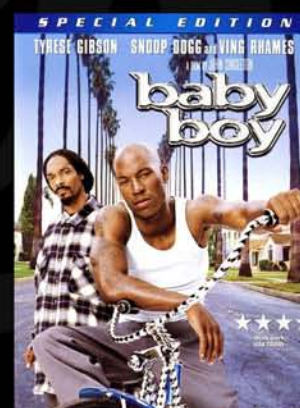
Old School

2003
Box Office: \$77 Mill.
\$11 Mill. Intl.



Training Day

2001
Box Office: \$77 Mill.
\$29 Mill. Intl.



Baby Boy

2001
Box Office: \$29 Mill.



The Wash

2001
Box Office: \$10 Mill.

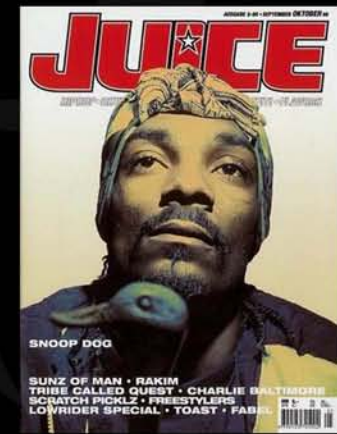


Half Baked

1998
Box Office: \$17.5 Mill.

SNOOP DOGG

MAGAZINE APPEARANCES



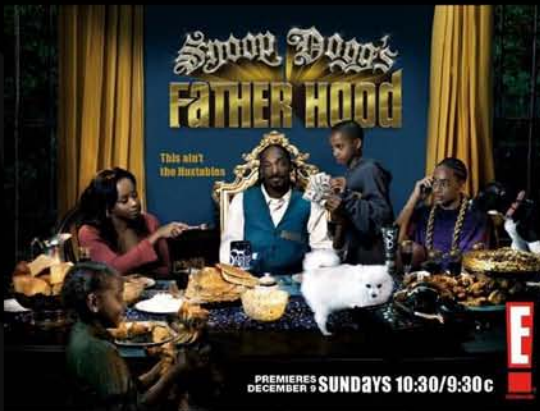
SNOOP DOGG

BRANDING



SNOOP DOGG

TELEVISION



Premiere Performance

- The series debut of Snoop Dogg's Father Hood on Sunday, 12/9/07 ranked as the highest-rated series debut on E! since 2002, averaging nearly 1.9 million total viewers.
- The debut garnered an impressive 1.60 HH and 1.30 A18-49, up +58% with Households and +65% with Adults 18-49 compared to the 4Q07 time period average.
- The premiere episodes have over-delivered E!'s primetime average by +120% with Households while increasing as much as +205% among Adults 18-34 and +163% among Adults 18-49.
- Each week, the premiere episodes of Snoop Dogg's Father Hood have ranked among the Top 3 highest rated original ad supported cable series in both Persons 18-34 and Women 18-34 in the Sunday 10:30-11:00pm time period.

All Telecast Performance

- Across 251 telecasts, the show averages a .44 HH Rating, .42 A18-34, .31 A18-49 and .36 among M18-34, outperforming E!'s Total Day average for the same period by +22% with Households, +45% with Adults 18-34, +29% with Adults 18-49, and +89% with Men 18-34.
- Season 1 of Snoop Dogg's Father Hood delivered a cume of 39.8 million unduplicated viewers (Persons 2+) across all telecasts.
- Has become appointment television viewing, gaining +17% over its lead-in among Adults 18-34 and +7% among Adults 18-49 on an all telecast basis.
- Snoop Dogg's Father Hood ranks as E!'s 2nd highest rated series among Persons 18-34, Men 18-34 and Men 18-49 on an all telecast basis for Total Day, finishing just behind its premiere lead-in, The Girls Next Door.

SNOOP DOGG

SNOOP YOUTH FOOTBALL LEAGUE



The Snoop Youth Football League (SYFL) was created by Snoop in 2004 to bring organized team sports to youth in inner city Los Angeles who otherwise could not afford to participate. The football league launched in 2005 in 8 cities in Los Angeles, with plans to expand each year. There are now 12 chapters and each year it continues to grow.

The SYFL was kicked off by the first Inaugural "Snoop Bowl" – a football game between the Snoop Dogg All-Stars (a team of 8-10 year-olds Snoop coaches in Los Angeles) and a local All Star football team from Jacksonville, FL. The game was played on February 5th, the day before Super Bowl XXXIX, at Raines High School in Jacksonville, FL. A crowd of over 10,000 people attended this event, and was hailed as a success in both Local and National press. Since Snoop Bowl I, Snoop Bowls have been held in Detroit, Miami and this past year in Phoenix.



SNOOP DOGG

SOCIAL NETWORKS



TWITTER

WWW.TWITTER.COM/SNOOPDOGG

- Followers: 2,289,474
- #3 Most influential people on Twitter
- Influence: 83.8%
- Impact: 74.5%



FACEBOOK

WWW.FACEBOOK.COM/SNOOPDOGG

- Fans: 5,323,965
- Daily new fans: 19,878
- Monthly Active Fans: 715,00
- Daily post views: 1,018,00



MYSPACE

WWW.MYSPACE.COM/SNOOPDOGG

- Friends: 790165
- Profile views: 37024826



YOUTUBE

WWW.YOUTUBE.COM/USER/WESTFESTTV

- Subscribers: 37,633
- Total Upload Views: 32,998,061
- Channel Views: 3,114,548



USTREAM

WWW.USTREAM.TV/SNOOPDOGG

- Subscribers: 6,822
- Recorded views: 1,267,890

SNOOP DOGG

CONTACT

STAMPEDE MANAGEMENT

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