



Beyoncé

Dangerously In Love

Ask Beyoncé what she wants people to hear when they listen to *Dangerously In Love*, her debut solo album, and the multi-platinum-selling pop/urban recording artist answers, "My range. I want them to hear all of the musical influences from hip-hop to rock to jazz, there's even a Shuggie Otis sample. I want them to really hear the talent. I know that folks love me as a pop star. Now I want them to understand me as an artist."

That they will. Musically challenging and lyrically honest, *Dangerously In Love* is more than just a solo CD from a superstar. It is everything you'd expect from Beyoncé and more than you could have hoped for. Another side of someone we've loved for years, *Dangerously In Love* is equally divided between seductive mid-tempos, lush ballads and fiery club bangers, providing a sharp focus on who Beyoncé is right now: as a performer, as a woman, and as a creative force to be reckoned with. The vibe is more mature, more playful, more deeply passionate and sexually aggressive. *Dangerously In Love* is the sound of a grown woman clearly staking her claim in the world and, in the process, redefining expectations of who she is.

A 21-year-old Houston native, Beyoncé Knowles is a founding member and chief songwriter of Destiny's Child, one of the biggest selling female acts of all time. With many of the group's hit songs co-written and co-produced by Beyoncé, Destiny's Child has sold more than 33 million records worldwide. When Beyoncé won the 2001 ASCAP

Pop Songwriter Of The Year Award, she became the first African-American woman to receive that honor.

Led by founding members Beyoncé Knowles and Kelly Rowland, Destiny's Child burst on the scene in 1997 with their multi-platinum single, "No, No, No," from their self-titled album. That success was dwarfed when Destiny's Child's *The Writing's On The Wall* was released in 1999. The album would go on to sell more than 9 million copies worldwide, driven in part by three Top 10 hits: "Jumpin, Jumpin," "Say My Name" and "Bills, Bills, Bills," which spent 9 weeks at #1 on the Billboard R&B singles chart.

A year after Michelle Williams joined Destiny's Child in 2000, the group recorded *Survivor*, which debuted at #1 on the Billboard 200 album chart. *Survivor* was certified double platinum four weeks after its release and has gone on to sell more than eight million copies worldwide. In 2001 Destiny's Child took home two Grammy awards: Best R&B song (Say My Name) and best R&B performance by a Duo or group (say My name). Destiny's Child has won numerous other awards, among them Billboard Artist of the year, NAACP Image Awards, American Music Awards, Nickelodeon Kid's Choice and The Sammy Davis Jr. Award for Entertainer of the year at the Soul Train Awards. The group has toured worldwide and performed at many high profile events including The Michael Jackson 30th anniversary in Show Business celebration and the Concert For New York City.

Given the fact that the general public is so familiar with chart-topping songs such as "Say My Name," "Independent Woman, Part I" and "Survivor," it's fair to enquire how *Dangerously In Love* differs from a Destiny's Child project. "Naturally the songs on my album are going to share some similarities," Beyoncé admits. "But this time because I only had to write for myself, my songs are much more personal. I also wanted beats that were harder and to be able to collaborate with other people. Basically this record was a chance for me to grow as a writer and a singer. There are more ballads. The vocals aren't as precisely produced and because it's just me, there aren't as many harmonies. The experience was very liberating and therapeutic. I felt free, because I could go into the

studio and talk about whatever I wanted, but in many ways it was actually harder to be on my own creatively. I depend so much on Destiny's Child (Kelly Rowland and Michelle Williams) to tell me if they like something or not. I'm so critical of myself that it's scary to have to depend on your own instincts."

Helping Beyoncé trust those instincts are an impressive array of musical collaborators, among them Missy Elliot, Jay-Z, Sean Paul, Mark Batson, Mario Winans, D-Roy & Mr. B, OutKast's Big Boi, Rich Harrison, Fanatic, Scott Storch, and the legendary Luther Vandross on "The Closer I Get To You." Beyoncé shares co-executive producer credits on ***Dangerously In Love*** with her father and manager Mathew Knowles. She took an active role in all aspects of the album: from writing and choosing material to producing, mastering and mixing the tracks. Beyoncé pays tribute to her father on the hidden bonus track, "Daddy," which was produced by Beyoncé and Mark Batson.

The sexy first single, "Crazy In Love," featuring Jay-Z, was co-produced by Beyoncé and Rich Harrison. Jay-Z returns the favor for Beyoncé's part on his hit "Bonnie & Clyde 03." With a beat that Beyoncé says is "so hard it makes your heart hurt!," "Crazy In Love" is about that moment when you realize you're falling into love and looking crazy but you simply don't care. The abandon continues on "Speechless," produced by Fanatic. "As soon as I heard the track it inspired me," she admits. "It's very sexy, very sensual. The sort of ballad that I've never done before. This song is definitely a population increaser!"

Laced with an Arabic ambience, fused with a ghetto-fied edge and encompassing a sample from Donna Summer's "Love to Love You," "Naughty Girl" is uptempo and party perfect: a sexy fantasy about having that one night where you lose all your inhibitions, head to the club and work it like a naughty girl. "Many of the songs on the album examine aspects of relationships, and this is one element."

Also sexy is the dancehall-Arabic flavored "Baby Boy," featuring the red hot Sean Paul. "I knew Sean had to be on my album because I love his approach," she says. "'Baby Boy' is another song about a fantasy and it's one of my favorites."

Such unabashed and upfront emotions might come as a surprise to long time fans but make no mistake, ***Dangerously In Love*** isn't a rejection of DC's sound. "I love Destiny's Child and I am a member of the group," she asserts. "We haven't broken up. We're going to continue to tour and record and be a group. We've recorded a song, 'I Know,' for "The Fighting Temptations" soundtrack. We all decided a long time back to explore solo projects and I'm the third member of the group to release my own record. Things like working apart keep the fire going and keep the fans eager for you. I'm not trying to get away from DC or the legacy we have. I just wanted to show a different approach and the growth I've experienced. "

That growth is evident in Beyoncé's burgeoning acting career. In 2001 she starred in MTV's "Carmen." In 2002 she appeared as Foxy Cleopatra in "Austin Powers in Goldmember." This year she will co-star with Cuba Gooding Jr. in "The Fighting Temptations." She has two more features currently in production and can also be seen on the small screen in a series of Spike Lee-directed commercials for Pepsi-Cola. She is also the spokesperson for L'Oreal.

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Mathew Knowles
President, Music World Entertainment/
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Mathew Knowles, now President of Music World Entertainment/Sanctuary Urban Holding Company, began his career as a sales and marketing representative for Xerox in his hometown of Houston, Texas. He is perhaps best-known for his role of manager of Destiny's Child, one of the most successful "girl groups" in the history of pop music.

"I think successful people will have success at whatever they do because there are common traits," says Mr. Knowles. "They love what they do with a passion, they think out of the box, they work smart and hard and they'll go that extra mile to achieve their goals."

Mr. Knowles discovered his passion for music as a teenager growing up in the small town of Gadsden, Alabama, and first put that passion to work while at college at University of Tennessee at Chattanooga and Fisk University.

Hearing his daughter, Beyoncé Knowles, perform John Lennon's "Imagine" at a youth talent competition, Mr. Knowles embarked on the path of artist management. He began laying the groundwork for his daughter's career incorporating the skills he'd developed during his 20-year stint as a sales marketing representative with his burgeoning knowledge of the music industry.

A self-described "small town country boy," Mr. Knowles credits his parents with instilling him with both drive and strong family-centered values. "My mother went to high school with Coretta King and was a strong woman that really believed in desegregation and integration," he remembers. "As a result, I was the first black in junior high school, one of the first blacks in Gadsden High, and the University of Tennessee in Chattanooga."

In addition to managing Destiny's Child, Mr. Knowles also guides the careers of the Swedish girl group PLAY, his youngest daughter, Solange, Gospel trio Trinetee 5:7, and the solo careers of Destiny's Child members Beyoncé, Michelle Williams, and Kelly Rowland.

His Music World Music label has released the Destiny's Child's platinum album, "8 Days of Christmas," the soundtrack for MTV's Carmen: A Hip Hopera" (which starred Beyoncé, Mekhei Phifer and Mos Def), Destiny's Child's "This Is The Remix," "Heart to Yours," the inspirational solo debut by Michelle Williams, "Solo Star" by Solange, Kelly Rowland's debut solo album, "Simply Deep," and the first two volumes of the acclaimed "Spirit Rising" gospel compilation series.

As executive producer on every Destiny's Child album and single release to-date, Mr. Knowles has overseen nine #1 singles and overall worldwide sales of more than 40 million records for the group.

Knowles' Music World Music has most recently shepherded "Dangerously In Love," the #1 best-selling debut solo album from Beyoncé as well as the soundtrack to the movie, "Fighting Temptations," a Paramount/MTV film starring Beyoncé and Cuba Gooding, Jr. which spent 4 weeks at #1 on the Billboard Gospel charts, as well as the debut solo album from the Detroit gospel quartet Ramiyah.

Mr. Knowles has made room in his company's new office complex (which houses a rehearsal hall, recording studio and storage facility) for others who have larger-than life

dreams. The facility, which occupies a city block in downtown Houston, provides affordable office space and secretarial services to start-up record labels.

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