



Forcing hard drives and making turntables tremble, 3BALLMTY (pronounced: Tribal Monterrey) hails from the rocky mountains of the Northern Sultana, a group that with its incomparable "tribal *guarachero*" style revolutionized the Latin music scene and conquered stage after stage in Mexico, the United States and Europe.

Wandering through the flea markets of the city of Monterrey, Toy Hernández was a producer and musician better known as Toy Selectah. He was discovering and collecting albums by these DJs/producers, and due to the unique sound of their mixes and productions, he decides to meet them. Because of a natural empathy and almost cosmic connection with the boys, he decides to back them up and become their music guru and producer starting at the end of 2009.

Today, 3BALLMTY has broken down cultural barriers, paradigms and genres. In a short time, the group has become the most important exponent and genuine representative of the "Tribal generation". Its electronic mixes can play at a birthday party or quinceñera in their native city, as well as at some underground venue in Germany, USA or Portugal.

3BALLMTY is comprised of Erick Rincon, DJ Otto and Sheeq Beat, who, despite being young (between 21 and 23 years of age), succeeded in appropriating the most demanding ears, as well as gaining credibility among renowned international media specialized in dance and/or alternative music, such as the British newspaper The Guardian, The Fader, Vice, Billboard magazine, and Rolling Stone, with a recent press mention in the New York Times.

The cultural phenomenon that 3BALLMTY has generated with their electronic blends of pre-Columbian, African music and purely tropical Cumbia textures has been so strong that artists such as SHAKIRA, through her record company Sony Music, asked the group to remix her song "Rabiosa". The group collaborated in the remix of Mexican singer PAULINA RUBIO's single "Me gustas tanto" ("I like you a lot") and later teamed up with DADDY YANKEE to work on remixes like "Lovumba". 3BALLMTY also recorded a remix of the song "Inténtalo" ("Try it"), as well as "Bailalo a lo loco" ("Dance it like crazy") by JOWELL & RANDY. Recently 3BALLMTY joined the most respected and most popular duo of the urban genre, JKING & MAXIMAN, to record the music video for their new single "La noche está de fiesta (Hoy si que se bebe)" ("Party night (Let's drink today)"), for which they also participated as music producers.

Their debut album "INTÉNTALO", which has been out for less than a year, topped the sales charts, earning a Gold Record in Mexico and Platinum Record in the United States and Central America. "Inténtalo" was their first promotional single, featuring prominent artists, such as banda singer EL BEBETO as well as the renowned composer AMÉRICA SIERRA. This song led the group to milestone accomplishments, placing it on the music charts for 52 consecutive weeks, topping the lists at first place in the Regional Mexican music charts on Billboard magazine and positioning them as the #1 most popular artists on the Latin scene for more than 40 consecutive weeks on the Billboard Latin Chart.

3BALLMTY's extraordinary success has surpassed the limits of the music industry, allowing the group to perform in diverse and exclusive stages and showcase their unique beats. They have graced the stages of Premios Billboard of Mexican Music 2011 and 2012, Calibash 2012, Latin Billboard Awards 2012, Premios Juventud 2012 and of the Zocalo in Mexico City, sharing the stage with some of the top Pop stars of this generation, including youth phenomenon JUSTIN BIEBER.

3BALLMTY released the promotional singles "Besos al aire" ("Kisses to the air") and "Baile de amor" ("Love dance") to radio in Mexico and the United States, as well as videos that have been viewed around the world within just a few days of their release date, registering millions of online views.

The creator of the tribal movement, 3BALLMTY has spread its innovative music sounds throughout Central and South America, in addition to appearing at the 13th annual LATIN GRAMMY® Awards, performing with SKY BLU (LMFAO), earning an award in the category "Best New Artist". Selected amongst iTunes "Best of 2012" in the category "Best Latin Breakthrough Album "Intentalo".

Demonstrating that they have managed to evolve and break through the world music scene with their unique sound, 3BALLMTY has been officially invited to perform at one of the United States' premiere music festivals, the renowned Coachella Music & Arts Festival 2013.

Adding to their growing success, they have also participated in promotional campaigns such as "My Fabulous Quinces" by Verizon Wireless and "Vive Tu Música, Vive Hoy" by Pepsi.

Living yet one more adventure, 3BALLMTY, regardless of boundaries and ideologies, made possible one of their dreams in their musical career: to visit Canadian stages. 3BALLMTY toured in Canada for the first time, bowling audiences over with their powerful tribal guarachero in the cities of Toronto, Quebec and Montreal.

## 3BALLMTY... GLOBAL

Currently considered one of the most successful musical phenomena of recent times, internationally award-winning, top-selling recording artists and the reigning kings of social media, the members of 3BALLMTY are living one of their best career facets...precisely are in their best moment to go "GLOBAL".

Just as the electronic sounds of their turntables conquered the entire American continent, so will their new arrangements and mixes turn on the entire world.

In "GLOBAL", 3BALLMTY is joined by a constellation of music stars with the likes of Belinda, Jotdog, Gerardo Ortiz, Becky G, Far East Movement, América Sierra, Las Cumbia Girls & El Bebito among others, who fuse their personal style along with the young DJ-Producers to create a musical mixture that is out of this world.

"GLOBAL" features 12 songs that are described by the DJ/Producers as follows:

### **1.-QUIERO BAILAR (ALL THROUGH THE NIGHT) feat BECKY G**

*The first single that dropped from this new album, it came out in September of 2013 and perfectly shows the potential and "GLOBAL" vision from 3BALLMTY. QUIERO BAILAR is done in collaboration with BECKY G, who is a native of Los Angeles, California of Mexican parents and discovered by Dr. Luke, one of the most important pop worldwide producers. The track is also co-produced by Dr. Luke and has 3BALLMTY's sound flirting with a refined pop sound and on a global trend.*

### **2.-DE LAS DOCE A LAS DOCE feat EL BEBETO**

*Tremendous, powerful, modern and very Mexican, that is what this song sounds like; with the collaboration of EL BEBETO who, after being one of the voices on INTENTALO, was a logical and natural choice on this second album that he accompanies 3BALLMTY on another adventure. DE LAS DOCE A LAS DOCE is a party song, flirting with the Norteño genre in a novel way, the Sixth Bass being another guest star of this party that seems to have no end.*

### **3.-DESESPERADA feat BELINDA**

*Emotion, sentiment and an exquisite poetry in the lyrics is what we have in DESESPERADA, a song written in collaboration with America Sierra and Luciano Luna, and sung in a fabulous way by BELINDA, it's definitely one of the most treasured jewels on this album. An atmosphere that reminds us of the antique music boxes, old pianos of classical Ballet rooms and a sound texture that reminds us the simplicity and sophistication of classical dancers. It's very likely to become a favorite song of our female fans.*

### **4.-ROCK THE MOVEMENT feat FAR EAST MOVEMENT**

*Urban global tribal rhythms, that combines Hip Hop, Scratches, Break Dance and K-Pop, ultimately who better than FAR EAST MOVEMENT, a group founded in Los Angeles with members of South Korean descent. Past, present and future collide and mingle in this frenetic, rhythmic track. Tribal of the future, Hip Hop of 2020? Time passes and this second decade of the 21st century unintentionally shows us the music of the GLOBAL era in which we live.*

### **5.-LA NOCHE ES TUYA**

*More Latinos, more tribal, LA NOCHE ES TUYA combines the voice of the beautiful America Sierra with the vocal strength of Gerardo Ortiz, who, on this track, puts aside the band's natural genre to wrap us in a party atmosphere that will make the audience stand up and dance. A mixture of very contagious rhythms that will appeal to all of Latin America.*

### **6.-KALIENTE KALIENTE feat LI SAUMET**

*Elegance and Tropical force is what we find on this track that with the collaboration of Li Saumet, vocalist and "front-girl" of the Colombian group BOMBA ESTÉREO; it leads us to feel how it sounds and tribal is danced in the middle of an imaginary Caribbean Carnival. Party, flavor, heat, and a Mexico - Colombia connection is what we find on this track.*

### **7.-VAQUERO ELECTRO feat. COWBOY TROY**

*For Tribal music, Texas was always a natural territory where, indeed, was also where the first conquests by the sound of 3BALLMTY were generated; there it's danced by Cowboys, chuntaros, countrymen and Americans, mostly Cowboys. Who better than the country singer COWBOY TROY to accompany the track; cowboy boots, denim pants, cowboy hats and a fusion of electronica, cumbia, country music and tribal.*

### **8.-OBDC feat ANGEL ROMERO and LAS CUMBIA GIRLS**

*Danceable track and connects us with the work and the sound that 3BALLMTY introduced us in their debut album INTENTALO. In a Norteño style with the voice of ANGEL ROMERO and Las CUMBIA GIRLS who give the necessary touch so that with this track you won't stop moving and dancing.*

### 9.-TU PA' QUE TE VAS feat JOTDOG

Definitely a special track and with a different cadence, a very Mexican arrangement that returns us to the feeling of the Son Huasteco and Mariachi music that combined with the classic Italian Tarantelas explores the European origins of the traditional music of Mexico. María Barracuda and Chiquis Amaro of the JOTDOG duet collaborate on this exquisite song.

### 10.-PARTY START

The constant touring and travel, the experience of performing in major electronic music festivals and the influence of what we know today as EDM (Electronic Dance Music) definitely influenced all of this 3BALLMTY's new work, this track evokes the more modern and, at the same time, classic House music for any dance floor in the world.

### 11.-EL SHAKE feat LAS CUMBIA GIRLS

Another example of how regional music can mix with modern trends of electronic music and pop, with the collaboration of Las Cumbia Girls, this song invites both to children, young people, adults and even grandparents to dance and do EL SHAKE.

### 12.-VIVE HOY feat. AMERICA SIERRA

Original soundtrack for the VIVE HOY PEPSI campaign throughout 2013, with this track, 3BALLMTY solidified their musical career throughout Central and South America. Excellent vocals by America Sierra along with the classic sound of 3BALLMTY.

## AWARDS & NOMINATIONS

- Nominated to **Premios Juventud 2012**
- Twelve time nomination to **Premios Billboard de la Música Regional Mexicana 2012**
- Nine-time winners at **Premios Billboard de la Música Mexicana 2012** awards in the following categories: 1.-"Artist of The Year, Debut", 2.-"Artist of The Year, Duo or Group", 3.-"Song of The Year" for the song "Inténtalo" featuring El Bebito and América Sierra, 4.-"Song of The Year, Vocal Collaboration" for the song "Inténtalo" featuring El Bebito and América Sierra, 5.-"Artist of The Year, Song", 6.-"Artist of The Year, Digital Download", 7.-" Song of The Year Duranguense/Grupero/Cumbia" for the song "Inténtalo" with El Bebito y América Sierra, 8.-"Album of The Year Duranguense/Grupero/Cumbia", 9.-"Artist of The Year Duranguense/Grupero/Cumbia").
- **Bandamax** award in the category "New Artist of the Year"
- **LATIN GRAMMY® 2012** award in the category "Best New Artist"
- Received a medal recognition "Trabajo y Perseverancia Diego Diaz de Berlanga", for their musical efforts from their city.
- Nominated to **8 Premios Billboard a la Música Latina 2013**
- Winners of **2 Premios Lo Nuestro 2013** ("Solo or New Group of The Year" and "Album of The Year Regional Mexican")
- Led with 6 nominations in 5 categories, **Premios OYE!2013**
- Earn an ASCAP award ( Best Latin Song in 2012, for the song "Intentalo")
- Winners of **2 Premios Billboard a la Música Latina 2013** ("Debut, Artist of The Year," "Regional Mexican Song of The Year" for the song "Intentalo" with El Bebito and America Sierra)
- Winners of **3 Premios OYE! 2013** ("Popular New Artist, Solo or Urban Group" and "Electronic Album of The Year" for the album Intentalo)
- Nominated to **4 Premios Billboard de la Música Mexicana 2013**
- Winners of **Premios Billboard de la Música Mexicana 2013** ("Artist of The Year Duranguense, Grupero, Cumbia")
- Winners of **Premios Lo Nuestro 2014** ("Tribal Artist of The Year ")

## BULLETS

1. Earned 3 Premios Lo Nuestro, 10 Premios Billboard de la Música Regional Mexicana, 2 Premios Billboard a la Música Latina, 1 Latin Grammy, 1 Premio Bandamax, 3 Premios OYE! and Premios Juventud nominations.
2. Received a medal recognition "Trabajo y Perseverancia Diego Dias de Berlanga", for their musical efforts from their city.
3. Performed at the renowned Coachella Music & Arts Festival 2013
4. Selected amongst iTunes 'Best of 2012' in the category "Best Latin Breakthrough Album".
5. Certified RIAA Platinum record in the United States certified Gold record in México for their high physical sales and Platinum record in Central America for digital sales of debut album "INTÉNTALO".
6. Leaders in digital sales in the United States, Mexico and Latin America.
7. Their videos are amongst the most sought after worldwide upon release, garnering more than 90 millions of views.
8. Collaborated with music stars such as: Shakira, Paulina Rubio, Daddy Yankee, don Omar, Jowell y Randy, Jking & Maximan
9. Shared the stage with Pop star Justin Bieber in Mexico City's prestigious Zocalo Square.
10. Their talent has received critical acclaim by international media.
11. Singles off their debut album "Inténtalo", "Besos al aire" y "Baile de amor", have topped the music charts.
12. Their new album titled "GLOBAL" features vocal collaborations with stars such as: Belinda, Jotdog, Becky G, América Sierra, El Bebito y Gerardo Ortiz no name only a few.
13. "GLOBAL" is spearheaded by singles "Quiero bailar (All through the Night)" feat. Becky G and "La noche es tuya" feat. América Sierra & Gerardo Ortiz.