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HIP-HOP STAR NAS TO PUBLISH MEMOIR WITH ATRIA BOOKS

(NEW YORK) – September 12, 2011. Legendary rapper Nas, one of the most famous media personalities of the hip-hop generation, will publish his long-awaited memoir *IT AIN'T HARD TO TELL* with Atria Books in Fall 2012, it was announced today. Written with author Touré, the memoir will include Nas giving the artistic inside on some of his most famous lyrics, and for the first time, Nas will also let his fans in on his thoughts on everything from his relationships with Carmen Bryant and ex-wife, Kelis, his public and career-defining wars with Jay-Z, Bill O'Reilly and Jesse Jackson and his mother's tragic struggle with cancer. The announcement was made by Judith Curr, Executive Vice President and Publisher of Atria Books, and the memoir will be edited by Malaika Adero, Vice President and Senior Editor at Atria

After being discovered as a teenager, Nas broke out with the multi-platinum debut of *Illmatic* in 1994. He was 20-years-old at the time and it's still largely regarded as one of the best albums in history. He's since sold 20 million records and has spent almost two decades as an icon, while maintaining his privacy.

"It's time," says Nas.

“Nas is not just one of the greatest MCs of all time, he's also the smartest MC I've ever known,” says Touré . “You hear it in his rhymes and when you speak to him. Yet he's a child of streets with all the knowledge that comes with that. The peerless storytelling that's in his rhymes will set this book apart. We've already finished the finished the first chapter and I gotta say his story is thrilling.”

“Nas is a force who has proven himself not only in the music industry, but in life where he overcame the many obstacles put in front of him,” says Curr.

Touré is the author of *Who's Afraid of Post-Blackness?* and a longtime writer about hip hop for *Rolling Stone*, *Vibe*, the *NY Times* and other publications. He is also the host of the Hip Hop Shop on Fuse.

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