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AUGUST 18, 2023

**JAYSON CASH PARTIES “LIKE IT’S 99”**

**CARSON, CA RAPPER DROPS NOSTALGIC SUMMER SINGLE**

[**LISTEN**](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fjaysoncash.lnk.to%2FLikeIts99&data=05%7C01%7CHailey.Reichman%40atlanticrecords.com%7Ccb62eaf10f304f8a330908db9de12876%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C638277362600239258%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=uxGW71M6%2FQDE%2FpJ9uWDcEzqDA4dg627eByzrhGamL2s%3D&reserved=0) **TO “LIKE IT’S 99” |** [**WATCH**](https://youtu.be/_rmV1gnuNk8) **OFFICIAL MUSIC VIDEO**

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***“One of the hottest new artists in West Coast hip hop.” – THE SOURCE***

***“One of the most exciting artists in the industry right now.” – LYRICAL LEMONADE***

Carson, CA-based rapper **Jayson Cash** is turning back the hands of time with his nostalgic new single, “**Like It’s 99**,” available now via Atlantic Records [HERE](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fjaysoncash.lnk.to%2FLikeIts99&data=05%7C01%7CHailey.Reichman%40atlanticrecords.com%7Ccb62eaf10f304f8a330908db9de12876%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C638277362600239258%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=uxGW71M6%2FQDE%2FpJ9uWDcEzqDA4dg627eByzrhGamL2s%3D&reserved=0). An official music video – directed by filmmaker Keoni Mars (Roddy Ricch, Ty Dolla $ign, Lil Wayne) – premieres today at YouTube [HERE](https://youtu.be/_rmV1gnuNk8).

“Like It’s 99” marks Cash’s first new music since the arrival earlier this year of his acclaimed 3-pack project, [*Some More Of It*](https://jaysoncash.lnk.to/SomeMoreOfIt), available now [HERE](https://jaysoncash.lnk.to/SomeMoreOfIt). The EP includes such standout tracks as “[Questions (Feat. Major Myjah)](https://www.youtube.com/watch?v=HnD8IykFZrw)” and the dynamic title track, “[Some More Of It](https://jaysoncash.lnk.to/SomeMoreOfItVideo),” both joined by companion visuals directed by award-winning filmmaker Devone X. King and streaming now at YouTube [HERE](https://www.youtube.com/%40jaysoncash/featured). In addition, Cash recently lit up *UPROXX Sessions* with an energetic live performance of “Some More Of It,” streaming [HERE](https://www.youtube.com/watch?v=O1JBkyHIBKk).

Cash – who recently displayed his critically acclaimed skills with an explosive “Fire In The Booth” freestyle, streaming now at the official Charlie Sloth YouTube channel [HERE](https://www.youtube.com/watch?v=PmzQSfExcLw) – preceded *Some More Of It* with last winter’s harmonious hit single, “[Okay Okay](https://jaysoncash.lnk.to/OkayOkay),” produced by long-time collaborators Tha Eastie Boyz (Blxst, Schoolboy Q, Ty Dolla $ign) and accompanied by an official visual directed by Favor Films streaming [HERE](https://jaysoncash.lnk.to/OkayOkayVideo).

Last year saw the acclaimed arrival of Cash’s Atlantic Records debut mixtape, [*Read The Room*](https://jaysoncash.lnk.to/ReadTheRoom), showcasing such smash singles as the Mustard-produced “[Top Down](https://jaysoncash.lnk.to/TopDown),” “[Him (Feat. Dom Kennedy)](https://jaysoncash.lnk.to/Him),” “[Priority (Feat. Blxst)](https://www.youtube.com/watch?v=IlzBqVPMFXc),” and “[Selfish (Feat. Major Myjah)](https://youtu.be/eWZrlt40VMU),” the latter joined by an official music video, inspired by classic scenes from director John Singleton’s 2001 film, *Baby Boy*, streaming via YouTube [HERE](https://www.youtube.com/watch?v=eWZrlt40VMU).

Cash took to his socials shortly after the release of *Read The Room* to kick off his own version of *Freestyle Fridays*, dropping 14 freestyles on Instagram backed by a wide range of classic beats – spanning [Kendrick Lamar](https://youtu.be/yyw1I9Me-b0), [Mobb Deep](https://youtu.be/_t55ticT7IU), and [The Notorious B.I.G.](https://youtu.be/Rd_1eiMd9pI) to [YG](https://youtu.be/QSDA-ZpKiAE), [EST GEE](https://youtu.be/fvR7WjKrbpo), and [The Game](https://youtu.be/7mwlUsYalOY) – all streaming now on YouTube [HERE](https://www.youtube.com/channel/UCEWnd3btemXhmp_EwEOdcYA/videos).

Hailed by *FLOOD* as a “*standout lyricist*,” Cash – whose label signing was announced with an exclusive feature in [*Billboard*](https://www.billboard.com/business/record-labels/jayson-cash-signs-atlantic-records-read-the-room-mixtape-1235061751/) – lit up last fall’s BET Hip Hop Awards in Atlanta, GA with a show-stealing freestyle during the award ceremonies’ annual cypher. Highlights from the cypher – featuring Reuben Vincent, Sa-Roc, Guapdad 4000, Big Boss Vette and fellow Carson, CA native, DJ HED spinning for all the cypher moments throughout the show – can be viewed [HERE](https://www.youtube.com/watch?v=u7L_gITGmzA).

Other 2022 highlights include an appearance on *Sway’s Universe Cypher* (streaming [HERE](https://www.youtube.com/watch?v=ELFM-gmYzwQ)), as well as electrifying freestyles across platforms such as *A Trip To The Corner Store* (watch [HERE](https://www.youtube.com/watch?v=wKielfJU8wY)), Real 92.3 LA’s Bootleg Kev & DJ Hed (watch [HERE](https://www.youtube.com/watch?v=CMtKpioa1QQ)), and Power 106 Los Angeles’ *LA Leakers* (watch [HERE](https://www.youtube.com/watch?v=8wVNeCUeGYA)), the latter of which has earned more than 32K views via YouTube and sees Cash rapping over Jermaine Dupri’s “Money Ain’t A Thang” and Snoop Dogg’s “Still A G Thang.” In addition, he’s dropped freestyles direct from his car including verses over Jack Harlow’s “First Class” (watch [HERE](https://www.instagram.com/reel/Cc3kYfGMfc1/)), Buddy’s “Wait Too Long (Feat. Blxst)” (watch [HERE](https://www.instagram.com/reel/CdGn-u0JUwt/)), and Suga Free’s “I’d Rather Give You My Bitch” (watch [HERE](https://www.instagram.com/reel/Cdei5E5JfK0/)). What’s more, after local LA magazine, *A Day In LA*, dropped their “LA Rap Report Card” and gave Jayson a “D+,” instead of being salty about the grade, he jumped in the booth (watch [HERE](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Fsoundcloud.com%2Fcrowdedcash%2Fsets%2Fread-the-room%2Fs-uFBVh7JUDjq%3Futm_source%3Dclipboard%26utm_medium%3Dtext%26utm_campaign%3Dsocial_sharing&data=04%7C01%7CNaiera.Robinson%40atlanticrecords.com%7C06da3a57f00e4aa5159208da1d7af2ac%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637854711141653647%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000&sdata=yk5%2BUhhKW%2FN3mgTS96CkAsGcshWtIYa1MLJndJCQpHA%3D&reserved=0)) forcing the Editor-In-Chief of the magazine to [respond](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Ftwitter.com%2FUknowcash%2Fstatus%2F1481873506983833600%3Fs%3D20&data=04%7C01%7CNaiera.Robinson%40atlanticrecords.com%7C06da3a57f00e4aa5159208da1d7af2ac%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637854711141653647%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000&sdata=Gl97g%2FPUTZLHu5qy5tTLtk6WIJfnepTvrTYBiGjFm1k%3D&reserved=0) in fun. [Mustard](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Ftwitter.com%2Fmustard%2Fstatus%2F1482023912510668801%3Fs%3D20&data=04%7C01%7CNaiera.Robinson%40atlanticrecords.com%7C06da3a57f00e4aa5159208da1d7af2ac%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C637854711141653647%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000&sdata=GhUlNkhgSIx%2FjvA9VhtrVREeCZ4BzbxJFIV4aAbeH9I%3D&reserved=0) soon stepped up to stan the freestyle as a new fan and “[Top Down](https://jaysoncash.lnk.to/TopDown)” was created. Cash later sat down with the EIC for A Day In LA podcast to discuss the grade (watch [HERE](https://www.youtube.com/watch?v=0Dah7vgB-T8)).

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**PRESS CONTACT**

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