

TRUE HIT MAKERS WITH 'MAS FLOW'



magdalena

Who would have thought that two college buddies, one a chef and the other a dishwasher at Harvard University, would become Reggaeton legends in their short, 20-something lives.

Meet Luny Tunes, the producers of Reggaeton who make you say, "Diddy who?"

Francisco Saldaña (Luny) and Victor Cabrera (Tunes) were born in the Dominican Republic and raised in Puerto Rico. With a production company called Mas Flow (meaning "more flow"), Luny's beats, Tunes' melodies and Daddy Yankee on speed dial, this rhythmic duo makes history with every step they dance.

Already multi-platinum commemo-

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rated with multiple Latin GRAMMY and Latin *Billboard* awards, Luny Tunes has finally released "Mas Flow: Los Benjamins," a compilation album featuring the industry's hottest artists.

This album has an additional "flava," or *sabor*. This time the special ingredient is Tainy [Tiny], LunyTunes' 15-year-old protégé.

I met up with them at a recent press junket at South Beach Tides Hotel, their corn rows flawless, skin glossy and sporting plenty of cologne and their signature huge smiles. Tainy must have worn more than a million dollars worth of diamonds. I couldn't stop wondering if they were borrowed or part of a record advance that at his tender age he likely doesn't realize he'll be paying off for years to come. Call me jaded, but any time I see a new young celeb thrown into the craziness of the entertainment industry, I can't help wonder if I'm going to see him on "E! True Hollywood Story."

I had to ask Luny and Tunes what advice they had given their protégé.

"He needs to save his money!" Luny said. "He is now in a position where he can help his mom and family, you know, buy a house, invest his money, because it will come and go."

"When our friend brought us his demo, we were blown away with his talent but very concerned about his age. How would we deal with him? You know, give him orders and stuff. But we had a good long talk and here we are," Luny said.

Tunes jumps in: "Yeah, here we are



TUNES, TAINY, LUNY AND SAMA

sitting with the High School Puff Daddy!" as he gives him a big brother nudge and we giggle.

Tainy didn't talk much during our time together, but he did listen to every word like a good protégé should.

More than 250,000 copies of "Los Benjamins" were pre-sold before the release date. The first single, "Noche de Entierro," featuring Reggaeton heavy hitters Daddy Yankee, Wisin & Yandel, Zion and Hector "El Father," already is dominating the charts, radio and video channels.

The album is a virtual who's who of Latin hip-hop and Reggaeton artists, featuring Tego Calderon, Don Omar, salsa star Victor Manuel, international pop superstars RBD and pretty much anyone who is on the top 10 of any chart. With Luny Tunes having produced many of these superstars' hits, it's no wonder they're eager to return the favor and appear on albums for Luny Tunes.

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Since they produced "Gasolina," the track that put Daddy Yankee on the map, Daddy Yankee pretty much will appear on most of their albums.

What makes Luny Tunes so successful is their sound, which is a fusion of Reggaeton, hip-hop, rock, salsa, merengue and Vallanato.

They already have collaborated with

Janet "Miss Jackson, if you're nasty," the Black Eyed Peas and many more.

"We just worked with Lenny Kravitz, and that was amazing," Tunes said.

The duo has a new multi-million-dollar studio, movie deals and exclusive artists signed to the production company.

"That's really what I want to be doing in the next few years, focusing on nurturing and developing our artists," Luny said.

Who is their primary artist? Deevani, Luny's sister. Once upon a time she was Mas Flow's CEO, a finance specialist who, on a whim and favor to her brother, sang a catchy "Bollywood" melody on another Daddy Yankee hit "Mirame."

Nostalgic for their original home studio and Luny's mom's killer rice and beans, chicken and tostones in between sessions, the duo considers la casa de Mami their No. 1 choice to create magic.

Luny Tunes consistently created hits and maintained a very good reputation for being stand-up guys and greeting everyone with a smile. These two young men walked away from bachelor's degrees from Harvard University, never once looking back, and never once forgetting where they came from and who helped them on their way up!

Keep counting Los Benjamins, baby!

For more info on LunyTunes, visit www.lunytunes.net, and for more Reggaeton news, visit www.reggaeton-line.net.