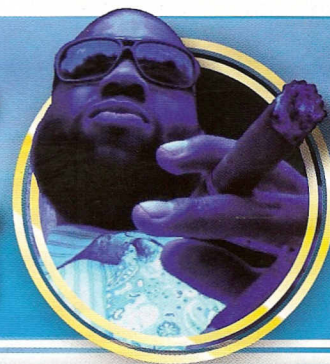


THE WORLD ACCORDING TO

THE JEWELRY MAN

My name...*EbenGregory*.
My specialty...dropping jewelry and making words dance using a technique the world has never seen before. Read me and become high.



★★★ THE F.A.M.E. AWARDS ★★★

Because Wretched Is The Man Whose Fame Makes His Misfortunes Famous



The Contestant: **CHRIS BROWN**

What is F.A.M.E.? Let Chris Brown tell it, it's the process of Forgiving All My Enemies. Non-psychologist EbenGregory doesn't agree. Let EbenGregory tell it, F.A.M.E. is a distorted self-regard - an "inflated consciousness... hypnotized by itself." Re-read that. According to EbenGregory, high level achievement often brings with it fame, which can also lead others to have an "inflated consciousness" that interferes with authentic perceptions of a celebrity. F.A.M.E. then, is the grotesque contradiction between what people consider to be a F.A.M.E.ous person's achievements and abilities, and the reality of who they really are and what they're capable of. This is why it's hard for a famous person to be in a genuine relationship with others - not dominated by the ego with its image-making and self-seeking - which brings me to Chris Brown, who by all accounts is F.A.M.E.ous. Chris Brown recently realized that people seldom become famous for what they say until after they're famous for what they've done. Let me explain what I'm talking about. And now... EbenGregory breaks it down like a fraction via short story. I call this: If You Come To F.A.M.E. Not Understanding Who You Are, It Will Define Who You Are. **Chapter 1:** Chris Brown did something to Rihanna that made him famous, but not in a good way. **Chapter 2:** Chris Brown learns that F.A.M.E. and tranquility can never be bedfellows. **Chapter 3:** Chris Brown tries to get his career back on track and handle F.A.M.E. by not being F.A.M.E.ous. **Chapter 4:** Chris Brown drops a new album called F.A.M.E. and stops by Good Morning America to promote it. **Chapter 5:** GMA correspondent Robin Roberts shows Chris Brown that F.A.M.E. is also a test of character at times, when she starts asking questions about the time he did something to Rihanna that made him famous, but not in a good way. **Chapter 6:** After the interview, Chris Brown realized that there are certain shades of F.A.M.E. and limelight that can wreck a F.A.M.E.ous person's complexion. And since this interview was one of them, Chris Brown acted out accordingly and did some F.A.M.E.ous s--s-, which included the tossing of a cooler and the smashing of a window in a dressing room that resulted in glass raining down on the busy sidewalk below the studio. **Chapter 7:** Chris Brown's overworked publicist quits. **Chapter 8:** Chris Brown apologizes for making it rain glass on pedestrians, saying, "A lot of people don't know what went down, and obviously when I do shows or when I do interviews, we always send out a talking point sheet ... As the interview proceeded, it was kinda thrown off. I was thrown off by it. I felt like they told us this just so they could get us on the show so they can exploit me ... So I took it very, very hard, and I really kinda kept my composure throughout the whole interview. Although you can see me upset, I kept my composure, I did my performances, and when I got back (stage), I just let off, like, steam in the back. I didn't physically hurt anyone; I didn't try to hurt anyone. I just wanted to release the anger that I had inside me." And now... EbenGregory shares what he gleaned from this story in the form of Free Jewelry: The F.A.M.E. you earn has a different taste from the F.A.M.E. that's forced upon you. **Drops mic and exits stage to little or no fanfare.**

★ ★ ★ SPOTTING FUGAZI ★ ★ ★

What They Said, What EbenGregory Thinks They Mean

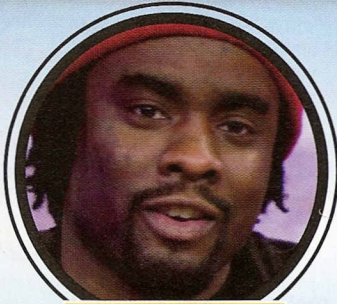


AMBER ROSE

"I really hate explaining myself that's why I stay so quiet but I will say this... I was with my ex for 2 years and now I have a new Love. [Two People] that's it. If that makes me a whore then so be it. I have NEVER slept with Fabolous, Drake, Chris Brown, Amare, Lebron, Cassidy etc nor have I ever been a Prostitute."

- Amber Rose in a tweet explaining how she's only been with two men over the past 24 months.

What EbenGregory Thinks They Mean: I can explain it for you, but I can't understand it for you, too.

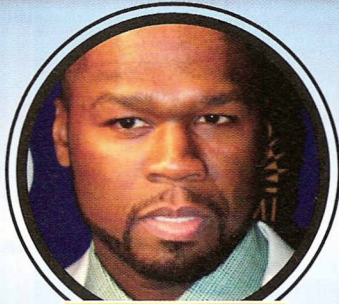


WALE

"We're close friends, and the closer friends you are with somebody the worse the fights [can] be. We squashed it. Everything good. He's working on his new album with a lotta the same people, he got a lotta new faces. His circle is significantly smaller, but sometimes that's what you need to do, reevaluate your circle."

- Wale opening up about ending his public feud with Kid Cudi.

What EbenGregory Thinks They Mean: One of the best ways to keep friendship is to return it.

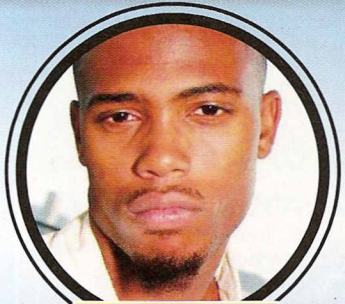


50 CENT

"That's the craziest thing. Not necessarily Gucci, but to tattoo your face says that there's not a possibility that you can actually walk into a legitimate establishment without makeup covering your face every day. That does not work. It creates a separation. It says, 'I'm an artist.' That's it."

- 50 Cent giving his 2 cents on facial tattoos and the negative effects associated with them.

What EbenGregory Thinks They Mean: A man's face is his autobiography. A rapper's face is his work of fiction.



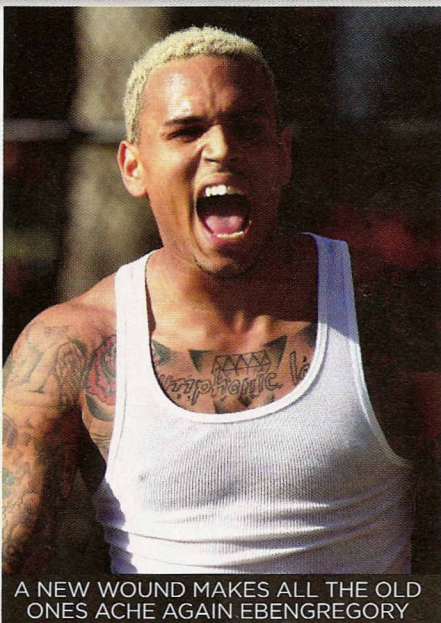
B.O.B.

"I Didn't Hear My Name Or Nothing About Any Wolves So. Eh., If It Was A Diss Tho, Crazy That I'm On His Radar. Didn't Know People Took Me So Serious. I'm Officially In The Music Business." "@bobati: I don't feel like I was dissed, I actually laughed when I heard the line."

- Odd Future's Tyler the Creator in a series of tweets responding back to B.o.B.'s speculated "No Future" diss track.

What EbenGregory Thinks They Mean: If you can't explain it simply, you don't understand it well enough.

★ ★ ★ TOP 10 COLUMN - THIS WEEK ★ ★ ★



TOP TEN THINGS EBENEGREGORY WOULD TELL CHRIS BROWN IF HE WAS HIS PUBLICIST

10. The problem is not that there are problems. The problem is expecting otherwise and thinking that having problems is a problem.
9. Don't live down to expectations.
8. A smile is an inexpensive way to change your image.
7. People who fly into a rage always make a bad landing.
6. The trouble with most of us is that we would rather be ruined by praise than saved by criticism.
5. Fame is the act of putting someone on a pedestal so you can see his clay feet.
4. Experience is what causes a person to make new mistakes instead of old ones.
3. Ask not for a lighter burden, but for broader shoulders.
2. For fast-acting relief, try slowing down.
1. Don't let people drive you crazy when you know it's on walking distance.

A NEW WOUND MAKES ALL THE OLD ONES ACHE AGAIN EBENEGREGORY

SAYLES, BARKET, LAMBERT, AP