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Eminem Enlists Sham Wow Guy For *Recovery* Ad

Video features pitchman Vince demonstrating the many uses of the disc, out June 21.



Eminem

Photo: Nigel Parry

Now that Eminem has pushed up the release date of *Recovery* by a day to June 21 (following the album's leak last week), the Detroit rapper is pulling out the big guns to promote the disc.

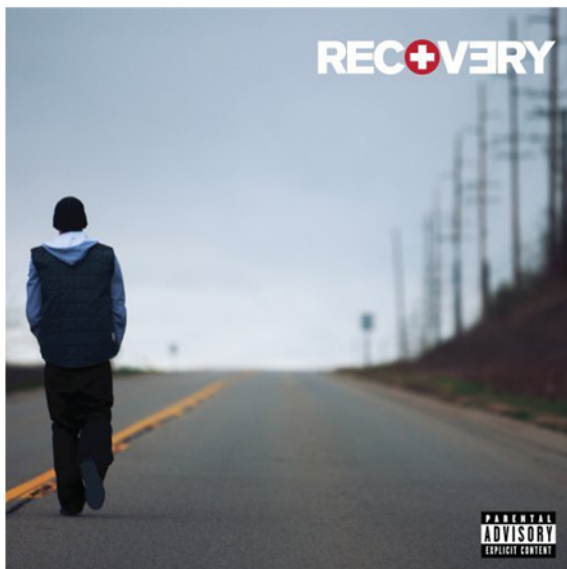
In a new video ad called "Emwow" that looks calculated to go viral, Vince the ShamWow guy sets aside the miracle sponge for 30 seconds to sell you about the slice-it, dice-it wonders of the new Marshall Mathers disc. Wearing a black polo embroidered with the *Recovery* title and his signature headset, Vinny holds up the disc and announces, "Hey, it's Vince with Eminem's new album, *Recovery*, and you're gonna be clappin' when you hear Eminem rappin'." He then demonstrates the "dozens of uses" for the disc, including slicing razor-thin tomatoes for your sandwich, serving as a drink coaster, a necklace for the ladies or even as bling for your garden hose (get it?). He even suggests cutting the disc in half (an unusual selling point for a CD, but we'll go with it) and using one part to slice cheese and the other to chop onions.

"Tacos, steak bone, silicone," Vince demonstrates, tossing aside a breast implant and oversharing, "I like mine real, so forget about it."

This being Eminem, the ad ends with some bathroom humor, as Vince announces a special bonus product thrown in for free, a feminine-hygiene product called the ShamPon.

The commercial was filmed earlier this month over a 12 hour period at Avenue Six Studios in Van Nuys, California. Avenue Six Studios is the same studio where the original 'SlapChop commercial was filmed in 2009

The rapper surprised his fans at Activision's E3 party on Monday night in Los Angeles, bringing out guests Travis Barker and Rihanna to help him celebrate the upcoming release.



Sham Wow guy skills for Eminem.