

ANNOUNCING ENTERTAINMENT COPY

Beyoncé

In therapy, the goal would be to unite a fractured personality — but in music, putting your alter ego on display is all the rage. Beyoncé is giving hers, Sasha Fierce, some serious attention. I Am ... Sasha Fierce, is a two-disc set. Part one, I Am ..., showcases the singer's more personal material, her Beyoncé side. The second part, Sasha Fierce, is intended to contain the more daring dance tracks.

"The new record is a double album and has two covers, like a magazine would have two covers," Beyoncé said in a statement. Half the record, I Am ..., is about who she is underneath all the makeup, underneath the lights and underneath all the exciting star drama. And Sasha Fierce is the fun, more sensual, more aggressive, more outspoken side and more glamorous side that comes out when she's working and when she's onstage.

That's Hollywood Reporter for this time....see you, next time.

Good night.