The man to see for the Bling-Bling! Jacob the Jeweler had special guests coming for the Opening of his new Jewelery store Monday night. The plan was to have certain guests arrive and leave at certain times to avoid confrontation. When Ashanti arrived early before 50 Cent had left the building it made the atmosphere uncomfortable for all those in attendance.

There is no secret when it comes to the bitter rivalry between 50 Cent & pretty much all of The Inc. label. Not even Ashanti has made it through the battle without getting hers from 50. He has taken shots at her in songs like " That Bitch needs to learn some new words" because of her use of the word baby in many of her songs. Also making fun of one of her videos stating it looked exactly like one of Janet Jacksons old videos.

Ashanti has never responded to 50 Cent. In an interview last year when she was asked about the situation all she said was " The feud has been getting very heavy."

Reports of Monday nights encounter say that it made for a very uncomfortable situation for everyone around. 50 was in the VIP lounge in the back of the store when Ashanti and her crew had arrived. It was reported that Ashanti's people were worried about passing by 50's posse. The two groups worked there way toward each other while worried guest hung against the walls.

Irv Gotti the CEO of The Inc. wha has also many times been the target of 50's rhymes was also there with Ashanti. Irv was said to have froze by the front entrance of the store, avoiding 50 Cent and his entourage. It is said that Jacob had stepped between the two groups of people and 50 passed by Ashanti and left with nothing being exchanged at all.