

= Lose Yourself ( Entourage ) =

" Lose Yourself " is the seventh season finale of the American comedy @-@ drama television series Entourage . It originally aired on HBO in the United States on September 12 , 2010 . The episode mainly centers on Vincent Chase ( Adrian Grenier ) , whose issues begin to intensify between his ex @-@ girlfriend and his current girlfriend , Sasha Grey . Although riddled with similar issues , Ari Gold ( Jeremy Piven ) , Eric Murphy ( Kevin Connolly ) , and Turtle ( Jerry Ferrara ) collaborate with each other in an attempt to orchestrate an intervention for Vince , only for things to get worse .

" Lose Yourself " was written by Doug Ellin , and directed by David Nutter . The episode features guest and cameo appearances from notable music artists , including Christina Aguilera and Eminem . It marked the conclusion of the plot arc between Grey and Chase . The episode was well received by television critics . Upon its initial airing , it attained 2 @.@ 72 million viewers and garnered a 1 @.@ 6 / 4 rating in the 18 @-@ 49 demographic , according to the Nielsen ratings .

= = Plot = =

After Sasha informs Vince that she will participate in a pornographic film , he expresses his disapproval . While on the set of production , the couple engage in an intense argument and simultaneously break up . Vincent storms off in anger . Meanwhile , Johnny and his friends orchestrate an intervention , much to Vincent 's dismay . Enraged , he leaves the premises .

Eric begins to worry that his relationship with his fiancée may be crumbling . He has dinner with Sloan ? s father , Terrence , but is shocked when Terrence asks him to sign a prenuptial agreement . Eric gets upset and confronts Sloan about it . She tells him they will talk about it when he gets home and he agrees . However , upon discovering that Murray has been reporting to Terrence , Eric changes his mind and instantly contacts Scott Lavin , telling him he 'll side with Lavin who 's planning on taking over the company which in turn will result in Murray losing his business .

Similarly , Ari suffers further setbacks in his personal life when despite his best efforts , his wife decides to leave him .

Overwhelmed with depression , Vincent consumes alcohol and cocaine in his hotel room . He then decides to attend Eminem 's private party at the hotel lobby . He walks around being rude and offending guests and when asked to leave he refuses . Johnny attempts to bring him home , but Vincent refuses to go with him . After being greeted , Vince begins to insult Eminem . Angry , Eminem punches Vincent , initiating a brawl in the process . Vincent is rushed to the hospital shortly thereafter . A bloodied and bruised Vincent attempts to leave the hospital , despite the orders of the medical staff . As he nears the entrance , he is confronted by a police officer .

Confused , Vince hesitantly comes to the police officer , where the officer informs him that he has taken a bag of cocaine from his clothes which leaves everyone including Vince stunned .

= = Production = =

" Lose Yourself " was written by series creator Doug Ellin and directed by David Nutter . In June 2010 , it was announced that Eminem and Christina Aguilera would make guest appearances in the episode . In an interview with Entertainment Weekly , Ellin explained that " [ Eminem ] has a little conflict [ ... ] with Vince [ Adrian Grenier ] . " Similarly , Ellin revealed that Aguilera would perform a song in the episode , adding that " she [ does ] Ari a favor and [ performs ] at a party for him . " Principal photography for the episode commenced shortly thereafter , and concluded two weeks later . In an interview with PopEater , Greiner revealed that he had offered Eminem a guest role in the series . He stated , " I actually met Eminem several months ago , interviewing him for a documentary we 're making . He mentioned that he loved the show . " Upon his approval , Greiner contacted creator Ellin , who agreed to cast Eminem for a future appearance . The episode was used to promote Recovery , the seventh studio album of Eminem .

" Lose Yourself " marks the conclusion of the plot arc between Sasha Grey and Vincent Chase (

Adrian Grenier ) . Grey was cast for the seventh season in May 2010 , where she played a fictionalized version of herself , in a relationship with Chase .

The episode features appearances from several recurring actors and actresses for the series . " Lose Yourself " marked the introduction of Marci , who is portrayed by Illeana Douglas . Janet Montgomery reprised her role as Jenni , the assistant of Eric Murphy . This would be Montgomery 's first recurring appearance in the series since " Sniff Sniff Gang Bang " . Rhys Coiro guest starred as Billy Walsh , having last appeared in the season seven episode " Porn Scenes from an Italian Restaurant " . Other appearances include Bob Odenkirk , Jami Gertz , Dania Ramirez , and Malcolm McDowell . Cameo appearances were made by Mark Cuban , Drew Brees , John Cleese , Jordan Farmar , Ryan Howard , Minka Kelly , The Alchemist , Paul Rosenberg , Royce da 5 ' 9 " , and Kon Artis .

= = Reception = =

" Lose Yourself " was initially broadcast on September 12 , 2010 , in the United States on HBO . It received 2 @. @ 72 million viewers upon airing , and garnered a 1 @. @ 6 / 4 rating in the 18 @- @ 49 demographic . Total viewership was up 8 % from the previous season finale ; however , total viewership and ratings for the episode were slightly down from the previous episode , " Porn Scenes from an Italian Restaurant " , which was viewed by 2 @. @ 86 million households and achieved a 1 @. @ 8 / 5 rating in the 18 @- @ 49 demographic , according to the Nielsen ratings .

" Lose Yourself " was well received by most television critics . James Poniewozik of Time has mixed reactions to the episode . He was critical of the plot arc between Grey and Chase , harshly criticizing Grey 's acting and expressing that " [ he ] didn 't think that Adrian Grenier had completely sold Vince ? s downward spiral . " He continued : " There ? s something half @- @ jokey about his manner that makes me think he ? s about to break up laughing , as in a blooper reel . " In contrast , Poniewozik felt that " for the first time in a while , I ? m really interested to see what happens on Entourage next . " Dan Philips of IGN gave the episode a nine out of ten , signifying an " amazing " rating . Philips praised " Lose Yourself " , opining that it was an " excellent , extremely entertaining climax to this season 's two main plot lines . " He added , " Even though the episode never got around to providing any resolution , the overall journey was engaging enough to make its cliffhanger feel less like a cheap trick to get us to tune in for season eight . " Similar sentiments were expressed by Josh Wagler of MTV , who praised Grenier 's performance , opining that it was his best performance to date . The A.V. Club writer Kyle Ryan gave the episode a ' B- ' grade . Ryan wrote , " The last episode teed up tonight ? s many confrontations [ ... ] . For a show that has specialized in spinning its wheels , these were surprisingly high stakes . " He was critical with the development of Vincent Chase , as well as his storyline with Sasha Grey , commenting that " Vincent and his coterie just aren 't that interesting . "

Blair Marnell of CraveOnline gave the episode an eight out of ten rating , noting that the episode " hit its dramatic points . " Marnell commended Grenier 's acting , as he opined , " I 've never hated Vince before this season , but that 's the reaction that he was meant to elicit . Vince has always been a little bit shallow , but never to this extent . Vince never told his friends that they needed him more than he needed them before . And while it 's definitely true to a certain extent , part of Vince 's charm was that he never threw that back in their faces . " In concurrence , TV Fanatic 's Eric Hochberger expressed that " Lose Yourself " was a " stellar season finale with plenty of unanswered cliffhangers for next season . " Concluding his review , Hochberger gave the episode a 4 @. @ 5 out of 5 stars .