

PRESS RELEASE

For Immediate Release

Email: Mixshow@FocusonTheDJ.com

Phone: (917) 446-4154

Innovative Cell/Podcast Stream Gives Hip Hop New Life

Hip Hop isn't dead, but the musical revolution that has influenced everything from fashion to language seems to have gotten left in the dust lately. Mixtapes, the cassette format that once launched a powerful movement, are becoming obsolete even in their modern CD version. Digital music-players dominate as part of the instant gratification model through which listeners now receive and enjoy their music. Focuson The DJ, the first syndicated mixshow channel available via cell phone (distributed by mSpot, Inc.), may have very well created the venue Hip Hop needs to launch itself into the digital age and maintain its status as a community of cutting-edge performers and entrepreneurs.

In February 2008, Focuson The DJ will begin offering a new promotional tool it calls "Feature Mixshows" in collaboration with Worldwide Alpha Communications Network (WWACN), one of the world's largest podcast networks. Feature Mixshows will consist of one hour of uninterrupted, original content including unreleased music and revealing, in-depth interviews with each featured artist. Hosted by the rapidly growing DJ crew Fleet DJs, Feature Mixshows will be distributed to WWACN subscribers and receive daily rotation on Focuson The DJ, which streams mixshows—seamless recordings mixed and arranged by DJs and delivered as mobile phone content—24/7 using the latest in media technology. The two entities combined will deliver these commercial-free recordings to more than 800,000 subscribers, offering a platform for artists to reach audiences of all ages and lifestyles.

J Records recording artist Smitty will be among the first to take advantage of this new outlet with cell/podcast-only releases on February 1, 2008. Smitty, a young ghostwriter who has penned hits for artists such as Dr. Dre and P. Diddy, was pursued by Aftermath, Roc-A-Fella, and others before signing with J Records. Smitty's Feature Mixshow will include guest appearances by celebrities T Pain and Rick Ross. Other recording artists scheduled to follow include Sam Scarfo (Def Jam), Termanology (Clockwork Music), and Trina (Slip-N-Slide).

Focuson The DJ does indeed focus on the work of DJs in many genres, but the critical role of the DJ in Hip Hop—often underappreciated as the driving force behind emerging music trends and upcoming artists—makes this the perfect partnership. With so many artists seeking new media outlets for promotion and the expanding popularity of mobile content delivery, companies like WWACN and Focuson The DJ see streaming mixshows as an invaluable part of any label's strategy to keep up with and utilize state-of-the-art technology. "We're offering a way for fans to really get to know an artist," says Dustin Edelhertz, Mixshow Director at Focuson The DJ. "And we're making it possible through the advanced mediums they're already using to enjoy their favorite music."

Focuson The DJ is the first syndicated mixshow channel made available via cell phone, streaming 24/7 with the latest in media technology. Since 2005, Focuson The DJ has brought listeners mixshows in genres as varied as Dance, Hip Hop, Latin and Reggae, as well as specialty shows featuring the world's most creative and talented DJs. www.FocusonTheDJ.com
Focuson The DJ is distributed by **mSpot, Inc.** www.mSpot.com

Worldwide Alpha Communications Network (WWACN) has since 2006 offered music podcasts to subscribers through a multitude of popular feeds and is available via iTunes, Google, Yahoo and more. WWACN also uses content delivery services to make its podcasts available for listening on MP3-capable mobile phones. www.WWACN.com

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