

iNetRadio

What You Want, When You Want It

FOR IMMEDIATE RELEASE: iNetRadio Taps Michael Mime As Format Host

October 1, 2011 - iNetRadio (www.inetradio.com) providing users with on-demand music, news, weather, sports and other a la carte content, announces the selection of Michael Mime to host multiple popular music channels.



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While not previously involved in radio, Michael's experience in the entertainment industry was impressive, and he brings to the table a fresh approach as an announcer. Rather than filling talk breaks with incomplete sentences, assumptions on what the listener is doing, how their day is going, and other inane banter, Michael's appeal is in his careful choice of words. "He doesn't crack the mike unless he knows what he's going to say will have meaning to each listener" says Robert Bayne, iNetRadio VP of Programming. "That's a decision that takes a great deal of restraint, particularly in an age where jocks think listeners are hanging on their every word".

Michael will initially host **iNetRadio U.S. Top Hits**, **iNetRadio 90's Dance**, **iNetRadio Blues** and **iNetRadio 50's Rock** with an expected addition of more diverse channels once he's settled in. Near-time voice-tracking

used by iNetRadio is the key to successfully hosting multiple music channels and allows timely content without the demands of having to open the mike for each live break. "We believe that near-time voice-tracking and Michael's discretionary approach to music show announcing will prove to be a winning combination for iNetRadio listeners" says Bayne.

Listeners might be able to hear Michael at www.inetradio.com or on a free iPhone app searchable as "inetradio" in the Apple App Store.

For more information, contact Bob Bayne (bob@inetradio.com), Clark Burgard (clark@inetradio.com), or browse our media information site at <http://www.inetradio.com/media> for our FAQs, press releases, and graphics.

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