

Who are competitors are:

Pandora: One of the biggest competitors -- and most well-known -- is *Pandora*, the online radio station that seeks out new songs for its listeners based on their listening preferences. It is the largest online radio station to date with more than 90 million listeners (as of April 2011) -- that's about 50% of the market share of all internet radio listening time among the top 20 stations (according to its SEC filings).

Like *In the Mix Radio*, **Slacker** has both an online website for radio listening and a mobile phone application. With 2.4 million songs (April 2009) organized into 100 programmed stations and 10,000 artist stations, listeners have volumes of music to choose from and share with friends.

Turntable FM is a chatroom of DJs that take turns playing their "picks" with an audience that votes whether the song is "lame" or "awesome". If a song is well-liked, a DJ will get points. If it's voted "lame", the song is stopped and the next song is played. Even though this is a different format than *In the Mix Radio* -- emphasizing social music play rather than mixshows -- the end result is the same: giving its audience exposure to new music they've never heard before and love. As a testament to its popularity, Turntable FM had more than 140,000 active users within its first month. We believe that *In the Mix Radio* has the same potential -- or better.

Spotify offers an "on demand"-style access for music which also lets users store their playlists on mobile devices. They boast of 1.6 million paying subscribers. *Spotify* Founder Daniel Ek believes this indicates the customer's high-level need for portability: "People are saying, 'I want to have my music with me.'"

In the Mix Radio subscribes to this philosophy as well, which is why its mobile application is one of the best on the market. Unlike *Pandora* or *Spotify* which offer single songs, *In the Mix Radio* gives its listeners rare mixshows. These mixes are handpicked by experienced DJ's who know their audience and search out every nook and cranny across the globe to bring them the best of the best. This is music with heart and soul.

"This is music for the people," says Just Jay, Founder and CEO, "It's far off from the agenda of the giant conglomerate stations that control the music industry today. It is an outlet that represents fans and artists, while staying true to cultural and musical genres ... it shortens the bridge between DJ and listener - and returns music to the way it used to be."

With its user-friendly interface ... ability to share and download music easily on Facebook, Twitter, and e-mail ... and one-of-a-kind high-quality mixshows you can't get anywhere else, *In the Mix Radio* will pull listeners in and keep them coming back for more.