

## • About In the Mix Radio

Like us, music is your passion. A single song can incite powerful emotions within you ... you connect with the words, the melody, the instruments. But over time, even those songs you sing along with and play again and again can become stale and lose their appeal. Once again you're searching -- yearning for -- something new and fresh to bring back to that emotional musical impact.

You want something more than what mainstream radio has to offer. Just Jay, the Founder and CEO -- along with long-time friends Grand and Benjamin -- saw this void in mainstream radio and decided to do something about it ... and *In the Mix Radio* was born. On *In the Mix Radio*, you'll hear mix shows from DJ's who know their listeners well and scour the globe to bring you the best of the best.

Just Jay's passion for music runs deep. With two decades of DJing under his belt, Just Jay has an ear for finding and creating music listeners crave. He also uses this skill to help fellow artists develop their own musical talents. Just Jay has played both sides of the music industry taking on different roles -- emcee, promoter, planner, and producer. It's safe to say that Just Jay knows the ins and outs of about every aspect of the music world.

By his side is Everett ("Grand") Aknowledge, Senior Programmer. Being a Certified Audio Engineer, Grand has the technological know-how to bring *In the Mix Radio* to life. He's the wizard behind the curtain, implementing his passion for music and technology seamlessly at *In the Mix Radio*.

Benjamin Gaisne, fellow DJ and Senior Graphic Designer, shares Just Jay and Grand's zeal for music. He has been DJing since the mid-90s while also working as a print and web designer. Benjamin now intertwines his two passions -- music and art -- to create the graphic imagery for *In the Mix Radio* and *Urban Umpires*.

When you tune into *In the Mix Radio*, you'll hear everything from Hip Hop to House to Glitch to Bhangra -- even Talk Radio. No filler music, EVER. *In the Mix Radio* gives gifted artists a creative arena to take music to its limits and music lovers a place of refuge. Even the pickiest music enthusiast will find something to groove to.

Our goal is to remain in a constant state of evolution -- growing creatively without losing sight of our mission: to challenge the status quo with exceptional caliber music you can't find anywhere else. We ARE the alternative.

Our passion shines through in the pedigree of our music and products. But don't take our word for it, listen for yourself.

*In the Mix Radio* is the voice of the artist, the music lover, the visionary ... it's

the voice of YOU.

A special thanks to Urban Umpires Unlimited, Urban Umpires members, affiliates, DJ's, artists, and music lovers who make our movement possible. Your creativity and dedication is our fuel.