

## Innovative Hip-Hop With The Series

Written by Robert ID1220

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iriver and AudioFeast, the first portable Internet radio provider for MP3 players, today launched "The Series," a range of free streaming hip-hop shows. The Series delivers five commercial free hip-hop shows, including an exclusive iriver channel hosted by iriver Music Group artist \$traw.

iriver is offering its music fans a mix of hip-hop entertainment that is refreshed weekly and can be synched with a variety of iriver players. Listeners can check out some of the hottest independent artists, get a classic lesson from the giants of hip-hop or visit the "Hot Spot" which features some of the biggest names in the industry.

"The Series gives independent artists a big break, hitting up music from coast to coast," said \$traw, iriver Music Group deputy and premiere artist.

Current show line-up includes:

**Independent Artists:** Breaking new artists from the ground up, host \$traw from the iriver Music Group brings you hip hop's hottest talent first. Bringing exclusive cuts from unsigned artists, you won't want to miss what \$traw and producer DJ Spider drop each week.

**The Foundation:** Get a classic lesson from the giants of hip-hop and rap past. Hear artists like Grandmaster Flash, Erik B. and Rakim, N.W.A, Schoolly D and many more. Host Davey D is a hip-hop historian, journalist and DJ. He's been down with hip hop since 1977 in the Bronx where he started out as an emcee for two crews; TDK out of Co-op City and the Avengers out of the Marble Hill Section of the Bronx.

**The Mix Show:** Move over for DJ Backside as she takes over the turntables for an hour of non-stop beats each week. Hear hip-hop's hottest rap artists blended and remixed -- 50 Cent, Snoop, Ciara, Jay-Z and many more. When Oakland's DJ Backside isn't mixing, catch her in the Bay Area's hottest clubs and on the radio every Friday night.

**The Hot Spot:** Plug in for a blazin' hour of commercial-free hip-hop and R&B featuring tracks

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from the biggest names in the game:  
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G-Unit, Eminem, Lil Flip, Kayne West and

The Bassment: Step down to The Bassment for hip-hop you won't find on mainstream radio. Get into the mix with DJ Spider for underground cuts from artists like Common, Geto Boys, Quasimoto, Time Machine, Kice and more.

"It's great to have a partner like iriver who is as supportive of independent artists and music services as we are," said Jennifer Doyle, AudioFeast's vice president of marketing. "AudioFeast offers tons of diverse music, which include the many independent artists involved with iriver. These artists help keep our independent channels street level and totally fresh."

"At the end of the day, we're all avid music fans," said Jonathan Sasse, president of iriver America. "iriver is thrilled to not only provide the best players to enjoy music but also to support the music community and independent artists by bringing new independent music and classics to our customers. AudioFeast provided us with a unique technology solution that is allowing The Series to become a reality."

iriver's The Series is available on the web at: <http://www.iriveramerica.com/theseries/> .