



## **Building the Biggest Radio Network and Entertainment Ecosystem across North America**

**A new heartbeat that's soon going to be heard across America!**

Radio DesiBeat, is not just another radio station.

It is going to be the sound and heart of one of the fastest growing communities in America. A unique mix of people from South Asian countries like India, Pakistan, Bangladesh, Sri Lanka and Nepal as well other ethnic minorities from the Caribbean, Fiji and even the Middle-east. This is a very diverse and culturally vibrant group with a common thread, their love for Bollywood, the Indian film industry.

So from AR Rahman's 'Jai Ho' magic to the nostalgia of Sufi maestro Nusrat Fateh Ali Khan, from the golden oldies of 60s,70s and the 80s to the latest chartbusters, pop music and folk songs, Radio DesiBeat promises you entertainment 24x7.

Along with all this, there will be exclusive interviews with your favorite stars, special programs on simplifying the immigration process, yoga, cooking, news, weather and LIVE traffic updates and cricket scores. It is a medium that will bring an everyday connect with your roots despite the distance, even as it helps you keep pace with the ever-changing realities back home.

Radio DesiBeat, will soon be launched across America on HD Radio™ stations. It is the latest technology that enables local AM and FM radio stations to broadcast existing or new content digitally. For consumers, HD Radio broadcasts are free with crystal-clear reception and no audio distortion. Additionally, one station can have three adjacent channels, all featuring different formats. HD Radio receivers are readily available at over 15,000 retail and online stores.

Radio DesiBeat will also simultaneously launch on multiple platforms like Apps for Apple ( I-phones, I-pods, I-pads etc ) , BlackBerry Apps , Zune , Google Phones , DTH etc along with LIVE internet streaming. Therefore, you can tune in while driving, in your office, gym, or even in the park!

Speaking on the occasion, Bruce Reed, President & CEO of Bonneville International said - "Today marks an exciting new day for Bonneville as we partner with Entertainment Ecosystem (Radio DesiBeat) to bring world class content to the South Asian Indian and Sub continent community across SoCal , Seattle and Chicago markets". Mr Gaurav Kumar, Founder & CEO ,Entertainment Ecosystem Inc added "We are extremely delighted and excited to be joining forces with one of the nation's largest and most esteemed

Radio frequency providers and look forward to a longstanding win-win relationship between Bonneville and Entertainment Ecosystem (Radio DesiBeat)"

In the first phase, the launch will take place in Los Angeles, San Diego, all of Southern California, San Jose and San Francisco (North California- Bay Area) and Seattle, followed by Chicago, Houston, Dallas, and Washington D.C. Virginia in the next phase, and in the final phase, Radio DesiBeat will look to launch in metropolitan areas like New York, New Jersey and Connecticut.

Some of the best-known and most experienced names in the broadcast industry have come together to give shape to this dream; a team that is not just passionate about entertainment, but is committed to creating an environment where the ethnic diaspora can really be engaged with everyday issues. The team headed by CEO Gaurav Kumar, is working to develop 100% of the content right here in America.

Radio DesiBeat will also be your eyes, covering all Asian entertainment events in your city/locality, pushing for collaborations with some of the biggest names in the media industry, even as it provides a platform to the advertisers to highlight their products and services to the South Asian and Ethnic communities.

All of this and more — absolutely free of cost! As we have said, it is not just another radio station. Radio DesiBeat is an Entertainment Ecosystem that is only going to get bigger in the days ahead!

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