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PRESS RELEASE

FOR IMMEDIATE RELEASE

Atlanta, GA – February 1, 2017 – Catalyst Next, the media specialty company based out of Atlanta, GA has announced a new nationwide contest to find a replacement co-host for BossFM’s premiere show, ‘The ShakeUP.’

Catalyst Next currently powers the BossFM radio network, home to digital channels ‘*The Hashtag*’, ‘*Hits 1*’ and ‘*BODY*’, broadcast in digital signals both online and throughout the US. On January 26, 2015, the long running Saturday morning party show ‘The ShakeUP’ hosted by Alex Haynes (Alex The Great) became the network’s first weekday morning show on The Hashtag channel. Garnering respect and notoriety across the country, The ShakeUP became one of the fastest digital shows in the country and boasts over 500K listeners per month. In September 2016, The ShakeUP entered into syndication partnerships with independent digital networks and became the first network show to enter into syndication in local markets.

In line with the BossFM roadmap, The ShakeUP team is continuously committed to offering a fresh and relevant take on morning radio. On February 1, 2017 – The ShakeUP announced the “Shake The Airwaves Contest,” a contest dedicated to finding a qualified and talented co-host, interested in joining the team at *The ShakeUP*. The contest was announced on air by Alex The Great and begins at 2 pm EST. The contest is open to anyone interested and will most effectively be chosen by the listeners and viewers.

Details on The ShakeUP’s #ShakeTheAirwaves contest are included below. Interested contestants must register and accept all terms and conditions at www.theshakeupam.com/shaketheairwaves

For additional information, advertising or press coverage, please contact:

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