

Chuck D & DMC Launch Beyond.FM



Las Vegas, NV – January 6th, 2008: Hip Hop legends Chuck D of Public Enemy, DMC of RUN-DMC and DJ Johnny Juice Rosado team up for one night only at the Hard Rock Hotel to launch BEYOND.FM and to kick off the 2008 International Consumer Electronics Show (CES) being held from Jan. 7th through the 10th at the Las Vegas Convention Center.

“Chuck D is my favorite rapper of all time!” said DMC. DMC was also instrumental in Public Enemy getting signed to Def Jam. Chuck D, arguably one of the most revered of Hip Hop elder statesmen echoes DMC’s statements. “Run DMC is one of my favorite groups of all time! This will be incredible!” Joining them will be legendary DJ/producer and BEYOND.FM program director DJ Johnny Juice, long-time Public Enemy associate and Emmy nominated composer. Says Juice, “It will truly be an honor to share the stage with Chuck D and DMC. I’ve been on stages with both but never at the same time. The catalogs that those two have are just plain ridiculous. It will be like one big party and the fans not able to make it to Vegas can enjoy both Chuck D and DMC’s music on BEYOND.FM 24/7.” BEYOND.FM president and co-sponsor Norm Levy agrees, “This is phenomenal! Two of Hip Hop’s greatest legends joining forces on stage for the first time! It will be a historic event and I’m just happy to be able to help put something like this together! What better way to launch BEYOND.FM and our 2008 showing at CES?”

Public Enemy is celebrating their 20th Anniversary with the release of their new album, How Do You Sell Soul To A Soul-less People Who Sold Their Soul? DMC has just released his

solo EP The Next Level. Both are available for immediate download at BEYOND.FM. Check for NEW MUSIC from DMC available soon at BEYOND.FM!

During CES, Chuck D and DMC will be on hand to sign autographs and discuss the revolutionary new Music Business Model of BEYOND.FM at the Media Street Booth #37023 in South Hall 4 at the Las Vegas Convention Center. They will also be showcasing MediaStreet's newest innovations in electronics that tie all of the legendary content together. MediaStreet award winning eMotion electronics will be on display including MP3/MP4/PM/DVD players as well as their latest line of Digital Photo/Art/Music frames. BEYOND.FM is powered by its parent company Media Street, Inc. For more information, please visit: MediaStreet.com

JANUARY 6, 2008: CHUCK D, DMC & DJ JOHNNY JUICE LIVE!

Body English @ The Hard Rock Hotel 4455 Paradise Road Las Vegas NV 89169

21+ with I.D. Tickets \$20 – \$30 available at hardrockhotel.com

About BEYOND.FM

BEYOND.FM is a fresh, inspiring and well-timed concept for exposing digital content to the masses and allowing artists, musicians and photographers to create awareness and new-found revenue streams. As the entertainment industry aggravates the consumer, offers discouraging DRM techniques and finds new ways to make the music enthusiast feel like a common criminal, the time is NOW for a paradigm shift bringing the personal, social and meaningful music purchasing experience BACK to the consumer. BEYOND.FM is a destination to discover and purchase (for personal use) or license (for commercial use) music, music videos, photography and podcasts/radio programming.

For each song, video, photo and podcast sold through BEYOND.FM, the musician receives 80%. All music purchased from Beyond.FM downloads in CD Quality (320 kbps) MP3 format. The Musician takes the business model into his/her own hands and

goes “beyond” the traditional record label model and markets their full assets directly to the consumer including music, ringtones, videos, photos, stories, podcasts, live events, charity events, electronics, etc.

BEYOND.FM content includes music by Chuck D, DMC, The Cold Crush Brothers, entire Strong City catalog courtesy of the Original Jazzy Jay, Crew Grrl Order, DJ Johnny Juice, Busy Bee, X-Vandals, Masters of Ceremony, Ultimate Force and more plus photos by Ernie Paniccioli. Be sure to check the James Brown Tribute album by Chuck D and the Peeps of SOULFunk as well as radio shows by DJ Tony Tone, Wildman Steve, DJ Johnny Juice and more.

About THE 2008 CONSUMER ELECTRONICS SHOW

Taking place from January 7th through the 10th, 2008 at the Las Vegas Convention Center 3150 Paradise Road Las Vegas NV 89109, CES is the largest Consumer Technology show in the world. The International CES is produced by the Consumer Electronics Association (CEA), the preeminent trade association promoting growth in the consumer technology industry. CEA represents more than 2,100 corporate members involved in the design, development, manufacturing, distribution and integration of consumer electronics products. For more information, please visit cesweb.org and ce.org. The BEYOND.FM booth is #37023 in South Hall 4 at LVCC.