



## MEDIA ALERT

### 100.3 The Beat Offers its Listeners the Sweet 16 Party of their Dreams

**Philadelphia, PA.** - On Friday, August 15th, 2008 WPHI, 100.3 The Beat announced the Beat 16 contest. A spin-off of the popular MTV series "My Super Sweet 16"; "Beat 16" will give one of its lucky listeners the Sweet 16 party of their dreams. We are soliciting teenage listeners who have celebrated their 16th birthday this calendar year or who will be celebrating their 16th birthday before years end. Maybe your sweet 16 was not the grand affair you would've liked or you're currently in the planning process now; well the Beat has you covered.

By submitting a Youtube video with parental consent to [thebeat16@gmail.com](mailto:thebeat16@gmail.com) you could win a "Beat 16" birthday party for you and 200 of your specially invited guest complete with party attire, gifts, cash, and limo service for the evening. No sweet 16 birthday party would be complete without a live musical performance by a national recording artist, so we will have hip-hop group Hot Stylz performing their hit song "Lookin' Boy" at your party.

All contestant videos must be four minutes or less in length telling 100.3 The Beat why they should receive the "Beat 16" birthday party of a lifetime. Three finalists will be chosen and their video submissions will be voted on by The Beat listeners. The video receiving the most votes will be rewarded a "Beat 16" party courtesy of 100.3 the Beat on Friday, September 26th. For more details and additional contest rules log onto [1003thebeatphilly.com](http://1003thebeatphilly.com)

Radio One, Inc. ([www.radio-one.com](http://www.radio-one.com)) is the nation's seventh largest radio broadcasting company (based on 2005 net broadcast revenue) and the largest radio broadcasting company that primarily targets African-American and urban listeners. Including announced acquisitions, Radio One owns and/or operates 71 radio stations located in 22 urban markets in the United States and reaches approximately 14 million listeners every week. Radio One also owns approximately 36% of TV One, LLC ([www.tvoneonline.com](http://www.tvoneonline.com)), a cable/satellite network, programming primarily to African-Americans, which is a joint venture with Comcast Corporation and DIRECTV.