



PRESS RELEASE

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2PR FM Internet Radio

<http://www.2prfm.com>

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Attn: To All Press
From: Mr. Mark Boerebach
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Event: 2prfm.com launches 4th November 2010
Date of commencement: Upon immediate release

2prfm.com LAUNCHES 4th NOVEMBER 2010

Sydney; Monday 1st November 2010. After many years of evolving and several test broadcasts, 2PR-FM is now fully licensed and ready to go to air full time. Launching at 12 noon on Thursday 4th November 2010 with 80 hours of non-stop 80's hits with no repeats guaranteed.

For station manager Mark Boerebach, it is a special time as the webcaster is celebrating the 10th anniversary of the 2prfm.com website.

The station was conceived out of Mark's extreme frustration from being unemployed since completing his HSC in 1988. In spite of having only 20% vision in one eye, and having been diagnosed with moderate Asperger's Syndrome, he has built 2PR-FM from the ground up. From the site's humble beginnings as a simple album review page back in 2000, to a 24 hour online radio station.

THE 2PR-FM DIFFERENCE

Many of the more popular FM stations in Australia's major cities carry a rotational hot list of about 200 tracks, through to the classic hit stations which may have at most about 1,000 songs on a regular rotation.

"Rather than the same old tunes repeated to death," Mark notes, "we'll have 10,000 tracks on our current playlist. This will grow to 15,000 tracks by the end of June 2011. To sweeten the listening experience, they will all be on very low rotation".

"2PR-FM is on a mission to really shake the cobwebs out of the mass network boredom of FM commercial radio,"

The ever expanding library of songs included in 2PR-FM's playlist will also give a new perspective to the 80s, with "The Purple Zone" every Friday night from 8:00. Other planned programs include The Retro Top 40 Chart mix, which revisits old charts from the 70s 80s and 90s, the RetroPartyMix.com, which features many rare extended dance mixes of classic chart hits, as well as the hugely popular re-runs of American top 40 from the 70s and 80s with Casey Kasem.

Future plans include the station moving to FM broadcasting, when advertising revenues reach a level in which such costs can be afforded. Listeners can tune in at <http://www.2prfm.com>, and can listen on their computers and mobile devices.

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