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NEIL ROGERS SHOW ALUMS LAUNCH SoFloRadio.com

HOLLYWOOD, FL; August 12, 2009 – The first South Florida based local entertainment radio station of its kind, SoFloRadio.com hits the internet. Jorge Rodriguez and Boca Brian of *The Neil Rogers Show* will headline a line up that will include fellow Rogers Show alum and former XM Satellite Radio personality, Joe Castello, and other local talent.

Rodriguez is a veteran of South Florida radio as producer and co-host for the market's top rated personality, Neil Rogers, for nearly twenty years. He also hosted roughly a third of the shows over the past 10 years, developing a following of his own.

The Jorge Rodriguez Show on SoFloRadio.com will mark Rodriguez' first effort since he was the victim of budget cuts at 560 WQAM. Rogers soon followed, opting for a buy out and retiring. The new show will stream weekdays from 12–3pm on SoFloRadio.com

Rodriguez interviewed at other local stations but found the current market dynamic out of touch. South Florida talk radio is dominated by sports and conservative talk, leaving many in the South Florida community without a home.

“We’re doing local radio because local radio stations don’t want to,” Rodriguez said.

Rodriguez will be joined on SoFloRadio.com by other Rogers show regulars, comedy bit creator “Boca” Brian and computer wiz Eric Harold.

The Joe Castello Show will stream weekdays from 10am–12pm. It features Joe Castello, who worked with Rodriguez on *The Neil Rogers Show* from 1997-2002. Castello, a South Florida native, recently spent five years at XM Satellite Radio and is highly experienced with new media.

“I’m excited to be hosting a show in my home market,” Castello said. “Sooner or later everything will be on the internet, SoFloRadio.com is leading the way.”

Internet radio has been experiencing a boom of growth while regular radio has been decimated by the economy, a trend that adds to the timing of the SoFloRadio.com launch.

SoFloRadio.com’s broadcast day begins at 10am with *The Joe Castello Show* leading into *The Jorge Rodriguez Show*, featuring “Boca” Brian from 12-3pm. Replays air throughout the day. SoFloRadio may be streamed from many mobile devices including iPhone. To experience SoFloRadio, go to www.SoFloRadio.com.