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URBAN ONE DALLAS LAUNCHES NEW LINEUPS

Urban One Dallas Hip Hop radio station, 97.9 The Beat tweaks their talent to reflect the immense growth in the Dallas/Fort Worth area.

(Dallas, Texas) – April 13th, 2021 – Urban One (formerly Radio One) Dallas/Fort Worth (DFW) radio station **97.9 The Beat (KBFB-FM)** is making new strides, both on and off the air, to freshen the station's sound with exciting new talent.

Theodore "Big Bink" Turner returns to DFW's 97.9 The Beat as the Program Director. Born and raised in Chicago, Big Bink started his radio career at Urban One Dallas as the midday host and Music Director before being promoted to the Operations Manager for the Urban One radio cluster in Columbus, Ohio. Colby Tyner, Vice President of Programming for Urban One said, *"every programmer has a dream job and KBFB is where Bink got his start. We are excited to have him back in the PD chair."*

Vice President/General Manager, Tami Honesty is making an overall sweeping change to DFW's Hip Hop station, launching a new midday show from 9 am to 3 pm with Jazzi Black, formerly a member of the *Veda Loca in the Morning* show. Jazzi attended two HBCUs, graduated with her master's degree, and jumped right into her career with Urban One in 2017.

Afternoons from 3 pm to 7 pm on The Beat will also get an overhaul of energy when P-Skillz's show moves up to afternoon drive from evenings. Having a presence on the radio has significantly expanded the P-Skillz brand in DFW. Originally from St. Louis, this energized entertainer has been performing in front of thousands of fans starting at a very young age. P-Skillz knows his audience, and he delivers.

Boston, Massachusetts native, Hollywood Zay, will close out the day from 7 pm to midnight with a brand new evening show. He is known as the 'Mayor of the Microphone' in the DFW community and the one brands call when they need to connect their product with urban and Hispanic audiences. Hollywood Zay is also known for being fun and authentic since his radio career began in 2010.

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ABOUT URBAN ONE, INC.

Urban One, Inc. (urban1.com), together with its subsidiaries, is the largest diversified media company that primarily targets Black Americans and urban consumers in the United States. The Company owns **TV One, LLC** (tvone.tv), a television network serving more than 59 million households, offering a broad range of original programming, classic series and movies designed to entertain, inform and inspire a diverse audience of adult Black viewers. As of January 2021, **Urban One** currently owns and/or operates 68 broadcast stations (including all HD stations, translator stations and the low power television stations we operate) branded under the tradename “**Radio One**” in 13 urban markets in the United States. Through its controlling interest in **Reach Media, Inc.** (blackamericaweb.com), the Company also operates syndicated programming, including *the Rickey Smiley Morning Show*, *the Russ Parr Morning Show*, and *the DL Hughley Show*. In addition to its radio and television broadcast assets, Urban One owns **iOne Digital** (ionedigital.com), our wholly owned digital platform serving the African American community through social content, news, information, and entertainment websites, including its Cassius, Bossip, HipHopWired, and MadameNoire digital platforms and brands. We also have invested in a minority ownership interest in MGM National Harbor, a gaming resort located in Prince George’s County, Maryland. Through our national multi-media operations, we provide advertisers with a unique and powerful delivery mechanism to African American and urban audiences.