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## WPHI 103.9 RE-BRANDS AS HIP HOP 103.9 AND WELCOMES THE MORNING HUSTLE

*The Morning Hustle debuts on Monday January 6, 2020*

(Philadelphia, PA) – January 6, 2020. As the biggest hip hop artists continue to emerge out of Philadelphia such as Meek Mill, Lil Uzi Vert, PNB Rock and Sim Santana, it is only fitting that one of the most dynamic hip hop stations in the country re-brands itself as **Hip Hop 103.9**. On Christmas Eve, WPHI went commercial-free playing 5,000 songs in a row from today's biggest hip hop artists.

**Paris Nicole, Program Director and Midday Talent** on **Hip Hop 103.9** stated, *this is an exciting time for WPHI and the re-branding magnifies what we truly represent. We are the pulse of the city from our DJ's and personalities to the new hip hop artists we are breaking from Philadelphia. We ARE hip hop and the ONLY source for hip hop in Philly.*

Starting January 6<sup>th</sup>, **Hip Hop 103.9** is also adding the morning show, *The Morning Hustle*. The show offers listeners the unique chemistry of hosts HeadKrack, Angie Ange, "On-Air" Jordan, Lore'I and Billy Sorrells, providing a rare authenticity and transparency that connect with the lifestyle of the audience.

**Colby Tyner, Vice President of Programming** stated, *The Morning Hustle is a perfect fit for Hip Hop 103.9 and the City of Philadelphia; raw, topical and honest.*

**Radio One Philadelphia Station Manager Ezio Torres** is excited about the fit between the new morning show and the station brand. *Hip Hop 103.9 gives us the true identity to tell listeners who we are and what we do. The Morning Hustle will perfectly align with our messaging and imaging.*

The Radio One Philadelphia cluster includes Urban Adult Contemporary **100.3 WRNB**, Urban Contemporary WPHI **Hip Hop 103.9**, Contemporary Inspiration **Praise 107.9 HD2** and Urban Oldies **Classix 107.9**

### **About Urban One, Inc.**

Urban One, Inc. (urban1.com), formerly known as Radio One, Inc., 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 one of the nation's largest radio broadcasting companies, Urban One currently owns and/or operates 57 broadcast stations in 15 urban markets in the United States. Through its controlling interest in Reach Media, Inc. (blackamericaweb.com), the Company also operates syndicated programming including Russ Parr Morning Show, Rickey Smiley Morning Show, Get up Morning! with Erica Campbell, DL Hughley Show, Willie Moore Jr Show, Nightly Spirit with Darlene McCoy, The Morning Hustle and the Reverend Al Sharpton Show. In addition to its radio and television broadcast assets, Urban One owns iOne Digital (ionedigital.com), the largest digital resource for urban enthusiasts and Blacks, reaching millions each month through its Cassius and BHM Digital platforms. Additionally, One Solution, the Company's branded content agency and studio combines the dynamics of the Urban One's holdings to provide brands with an integrated and effectively engaging marketing approach that reaches 82% of Black Americans throughout the country.