



The Talent Discovery Company



**bBooth Launches Internet Radio Show “On the Rise”  
Featuring Emerging Talent’s Inspirational Stories, Music and More  
Hosted by iHeartRadio DJ Jennifer Tapiero**

- iHeartRadio host Jennifer Tapiero kicks-off a new **bRadio** show with exclusive interviews from rising musicians, rappers, spoken word artists and EDM DJs
- “On the Rise” airs live at Noon PST every Thursday on SoundCloud, Spreaker, Periscope and is posted to Songstagram
- First two featured artists are American Idol’s Michael Simeon and Singer/Songwriter Jordan Maroko

**Hollywood, CA – May 12, 2015** – [bBooth, Inc.](#) (OTCQB: BBTH), *The Talent Discovery Company*, today announces the launch of an exclusive online radio show entitled [“On the Rise”](#) with seasoned [iHeartRadio](#) DJ [Jennifer Tapiero](#).

The show kicks off with ‘behind the music’ styled interviews with this season’s American Idol’s Top 12 Men [Michael Simeon](#) where Michael talks about his legendary dance with Jennifer Lopez while fellow judges Keith Urban and Harry Connick Jr. sing along and play back-up. Michael also shares his upcoming plans and key influences. In the second episode, Jen sits down with singer, songwriter and guitarist [Jordan Maroko](#), whose Detroit-based sound has been called ‘acoustic pop rock’, and compared to a blend between Maroon5 and One Republic. He shares his new music, including “Playground” and “I Can’t Stay”. The first two episodes of “On the Rise” are now available on Songstagram, the mobile app for content creation, distribution, artist promotion and talent discovery. To download Songstagram, visit [The App Store](#) and [Google Play](#).

“I’m excited to be hosting ‘On the Rise’ and giving our listeners ‘insider access’ to up-and-coming artists that could be tomorrow’s next big stars,” states Tapiero. “Our new radio show will serve as another talent discovery vehicle for not just Hollywood producers, but for anyone looking for new, untapped artists.”

Jennifer Tapiero is also the host of **bBooth**’s weekly wrap-up of entertainment news show “This Just In” as well as **bBooth**’s online show “Red Carpet Rundown”, where she is currently backstage at FOX’s “American Idol”, interviewing contestants, judges and guest mentors. Both shows are currently available on Songstagram. She is also the host of 3 radio shows, including the syndicated #JENeration on iHeartRadio every Friday at 11am PST, K4HD.com Hollywood Talk Radio and WROM.

Leveraging the power of social media, **bBooth** has been simulcasting “On the Rise” on Spreaker, SoundCloud and recently Periscope. For viewers to get an insider’s look at the making of an episode, please follow [@bBoothTV](#) Twitter page and download the app Periscope. The feed will be live at noon PST on Thursdays for the duration of the episode. All recorded episodes are hosted on **bBooth**’s app Songstagram.

**bBooth** is the intersection between entertainment, social media and technology, providing new opportunities for rising talent to engage like never before with Hollywood auditions, events and 'insider' content.

**About bBooth**

**bBooth** (OTCQB: BBTH; CUSIP number: 07331L 108), *The Talent Discovery Company*, is defining a new category. Through the combination of its new mobile app, and its experiential mall-based video recording kiosks, **bBooth** is the new platform for content creation and distribution, artist promotion, fan engagement and talent discovery. For more information on **bBooth**, visit [www.bBooth.com](http://www.bBooth.com).

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