



The Talent Discovery Company



Internet Radio Show “On the Rise” Features Vine Star J. Cyrus Hosted by iHeartRadio DJ Jennifer Tapiero

- Listeners to Request Topics for ‘Rap Rant’ – Where J. Cyrus and Jennifer Tapiero Will Freestyle Rap on Demand
- J. Cyrus Will Debut His New Song ‘Sank Ships’ and Live Vine with Jennifer Tapiero

Hollywood, CA – May 20, 2015 – [bBooth, Inc.](#) (OTCQB: BBTH), *The Talent Discovery Company*, today announces its seasoned [iHeartRadio](#) DJ [Jennifer Tapiero](#) is interviewing Vine celebrity [J. Cyrus](#) on its online radio show entitled “[On the Rise](#)”. J. Cyrus is a songwriter, rapper, singer, actor and comedian, with over 273 million loops and over 434 thousand followers on Vine alone.

The radio show will feature his new release “[Sank Ships](#)”, as well as a segment where listeners are asked to submit topics for ‘Rap Rant’ on Skype with ID [bBooth.tv](#), [Twitter](#), Periscope, [Instagram](#), [Vine](#), [Facebook](#) and [Tumblr](#). J. Cyrus and Jennifer Tapiero will then freestyle rap the selected topics, on demand. J. Cyrus will also give listeners the inside scoop on what it takes to be a Vine celeb in a segment called ‘The Mind of a Serial Viner’ and will live Vine during the show.

Immediately following the live broadcast on [Spreaker](#) and [SoundCloud](#) at Noon PST, the episode will be 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 interview J. Cyrus on this week’s episode,” states Tapiero. “Vine stars are a new brand of celebrities on the rise, and I think our viewers are going to be very interested in learning about what it takes to go viral on Vine. J is a also a great rapper and all around funny guy, so this show will be one to watch.”

Jennifer Tapiero is also the host of **bBooth**’s weekly wrap-up show of entertainment news s “This Just In” as well as **bBooth**’s online show “Red Carpet Rundown”, where she has been 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.

For viewers to get an insider’s look at the making of ‘On the Rise’, please follow [@bBoothTV](#) Twitter page and download the app Periscope. The feed will be live at noon PST on Thursday May 20.

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.

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