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## Viva Brother Radio Launches on Slacker

### *Viva Brother Radio Shares Britpop Connections with North American Gritpop Listeners*

**SAN DIEGO – September 14, 2011** – Viva Brother and Slacker, Inc. today launched Viva Brother Radio, a station featuring the “Gritpop” UK band previously known as Brother. The [station](#) includes commentary by the band, tracks that have influenced them the most and songs from Viva Brother’s newly released freshman album, *Famous First Words*. Viva Brother Radio is now available for free in Slacker Radio’s Artist Showcase section.

Slacker Artist Showcase is a special category of curated stations programmed by bands and artists. It can be found for free on Slacker Radio applications online, for the iPad, on home entertainment devices and on leading smartphones. The [Viva Brother Radio](#) station can also be accessed directly on the web at: [www.Slacker.com/VivaBrother](http://www.Slacker.com/VivaBrother).

To view behind the scenes footage of Viva Brother creating Viva Brother Radio please visit: <http://youtu.be/K7R7joKusSo>

“Slacker Radio was perfect for us as we are slackers and we love radio,” said Lee Newell, frontman of Viva Brother. “Can’t wait to come back and do it all over again!”

Viva Brother Radio is programmed by the band and features exclusive candid commentary by the band on the songs and musicians that have influenced their music and their lives. The station also includes hundreds of hand-selected songs from bands and artists like The Smiths, The Beatles, Yeasayer and Blur.

“Showcase stations on Slacker Radio empower bands and artists to share their passion for music with their fans,” said Scott Riggs, Director of Radio at Slacker. “While working with Viva Brother to create this station, it became obvious by their diverse song picks and heartfelt stories that music is integral in defining them as individuals and musicians and that Slacker Radio was the perfect platform to pull it all together into one great radio station.

Whether listening on the web, BlackBerry smartphones, iPhone, iPad and iPod touch, Android-powered smartphones, webOS smartphones, a Slacker-enabled Sony TV or Blu-ray player (or any of the many available devices that support Slacker Radio), Viva Brother listeners have instant access to the band’s favorite music along with artist profiles, album reviews and album cover art. To get the free Slacker mobile application, simply direct your mobile web browser to <http://www.Slacker.com>.

**About Viva Brother**

Viva Brother is a British "Gritpop" band formed by four guys from Slough, UK. Their aim is to create music that they enjoy: catchy songs that make people move. Viva Brother recently released their first full-length album, Famous First Words, and they are currently touring the United States with a UK tour to follow. Viva Brother is Lee Newell on guitar and vocals, Sam Jackson on guitar, Josh Ward on bass and Frank Colucci on drums. For more information about Viva Brother, please visit the band's official website:

<http://acidlove.net/>

**About Slacker, Inc.**

Slacker offers the world's most complete range of radio services. Whether it's the award-winning free Slacker Basic Radio, or the fully-loaded subscription services Slacker Radio Plus and Slacker Premium Radio, listeners enjoy a unique, custom listening experience. Slacker enables music lovers to play highly personalized music online at the Slacker web site, on connected home devices or on-the-go with Slacker Personal Radio applications. Slacker mobile applications are available for Windows Phone 7, Windows Mobile, Palm webOS, Nokia, Android, iPhone, and BlackBerry smartphones. For more information visit: <http://www.Slacker.com/everywhere>.

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