



**FOR IMMEDIATE RELEASE**

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**INTERNET RADIO WHERE THE LISTENERS CONTRIBUTE THE AUDIO**  
A New Breed of Internet Radio is Launched in the Twin Cities

<http://www.localtoneradio.com>

Localtone Interactive, a small startup company based in Minneapolis, MN has launched its flagship product: Localtone Radio. Different from other internet radio, as it's the first of its kind where anyone can contribute content and vote on the audio to be played. It's a fresh idea in broadcasting, and one in which you will see more and more media outlets embrace as the idea of social networks continue to play an important role in our every day lives.

"Localtone Radio is a station where fresh, upcoming artists have a platform to distribute their content", says Justin Grammens, President of Localtone Interactive. He goes on to say, "We have just launched the service and have seen overwhelming support for this type of content distribution on a local level."

Once an artist contributes by uploading their audio file into the system, it's available to be voted on by listeners. The system then uses an intelligent ranking scheme to determine the next song to be played. As the playlist grows, Localtone Radio will be partnering with local bars and clubs and driving customers to their establishments. Additionally, larger national acts have the opportunity to be included in the playlist if they are going to be performing in the Twin Cities in the near future. As Grammens points out, "It's User Contributed Radio. A radio station for artists of all kinds, from authors, to broadcast journalism majors, to local podcasters and local bands, all contributing and sharing with the listening community."

You can learn more about the station and hear some of the cutting edge music coming out of the Twin Cities on the Localtone Radio website at: <http://www.localtoneradio.com>.

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If you would like more information about Localtone Radio or to schedule an interview with Justin Grammens, please call 612.722.2795 or email [justin@localtoneradio.com](mailto:justin@localtoneradio.com).

**Localtone Radio - Listen. Share. Learn.**