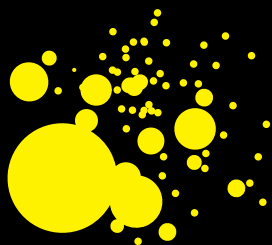




ELECTRONIC MEDIA KIT



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WEFUNK ABOUT THE SHOW

WEFUNK is a world-renowned radio show specializing in funk and hip hop. Professor Groove and DJ Static started WEFUNK in 1996 as a college radio show in Montreal and began webcasting shortly after. Now in its 14th year of existence, the show has grown into one of the most successful independent Internet radio programs operating today, syndicated on iTunes Radio and Shoutcast, with over 10,000 listeners worldwide. The WEFUNK website is a veritable goldmine for music lovers, with an extensive archive of over 400 past shows with accompanying playlists.

The main attraction of WEFUNK lies in the breadth and depth of its music selection. WEFUNK re-traces a powerful lineage of music from funk, soul and original breaks through 3 decades of hip-hop right up to the latest releases. The show bridges the past and the future, exposing both forgotten gems and future classics by up-and-coming artists. For many listeners, WEFUNK is a refreshing antidote to the

formulaic top 40 radio that dominates the airwaves.

In recognition for its quality programming and unique format, WEFUNK was named College Radio of the Year at the 2007 Stylus DJ Awards. In addition, the show has been voted Top 10 Radio Shows for 5 years in a row in the *Montreal Mirror's* annual reader poll. The show has also been featured in such publications as *Esquire*, *Straight No Chaser*, *Cream* (France), *Backspin* (Germany), and *Word* (Switzerland). Fans of WEFUNK include hip-hop legends Kool Herc, T La Rock, Charlie Chase from the Cold Crush Brothers, and Hank Shocklee from Public Enemy.

The WEFUNK duo is also known for their legendary live DJ sets. They have delighted crowds from San Francisco to Warsaw with a potent blend of raw funk, disco breaks and classic hip hop. Building on the success of 10 previous European tours, the pair will cross the Atlantic again the autumn of 2010 for their most extensive tour yet.





WEFUNK BIOGRAPHY DJ STATIC

DJ Static got his first taste of hip-hop in 1988, when he moved from Hong Kong to Vancouver, Canada. Before he could even fully understand the lyrics, he was already bumping tapes by legends like Big Daddy Kane, Eric B & Rakim, and Public Enemy. Inspired by the live mixing he heard on college radio mixshows, he saved up money from a summer job and bought his dream pair of Technics 1200 turntables in 1994.

15 years later, DJ Static is now an internationally recognized DJ and tastemaker,

having rocked parties from New York to Moscow with his high-energy blend of hip-hop, R&B, funk and old school jams. He has been featured at major hip-hop and street dance events such as Under Pressure and Bust A Move.

DJ Static is also a featured performer with Nomadic Massive, one of the premier live hip-hop acts in Canada. The group was invited to Cuba twice to perform at the Havana Hip-Hop Festival and has also performed at the prestigious Montreal Jazz Festival.





WEFUNK BIOGRAPHY PROFESSOR GROOVE

Professor Groove began honing his skills mixing funk on Montreal radio station CKUT in 1996. Fast forward through hundreds of radio show sessions, club residencies including Montreal's long-running Rockdeep Tuesdays, years of DJ tours to the US and Europe, and a decade of digging ever-deeper into the rich earth of funk music—in 2010 the funk flows stronger than ever through the Prof's fingers.

Keeping the raw, compelling sounds of 70s funk front and center, Professor Groove brings in connections with soul, jazz, disco, hip-hop, African and Latin grooves. The radio

show WEFUNK, now in its 14th year on CKUT, has attracted a wide, devoted international audience through the internet. On WEFUNK, Professor Groove and partner DJ Static meld four decades of Black American music, selecting rare and underground tracks alongside influential innovators like James Brown, Kool & The Gang, Eric B & Rakim, and Nas.

Spinning live Professor Groove brings the same touch, equally comfortable keeping the dancefloor on fire, laying down breaks for b-boys & b-girls, or bringing a warm vibe to a lounge setting. Any way you cut it—Groove's got funk for days.



WEFUNK PRESS

WEFUNK has extensive media coverage from around the world. Here are a few select quotes. For more WEFUNK press, please visit us at www.wefunkradio.com/about/press.

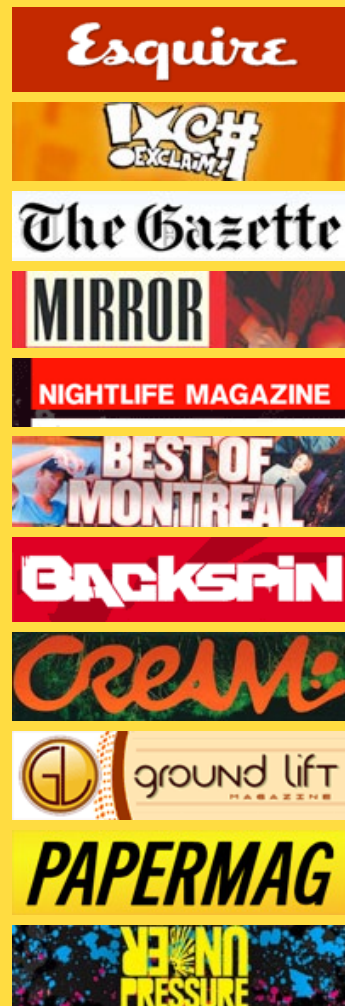
“[WEFUNK] dishes up grooves so gloriously nasty, they make James Brown look like Pat Boone... Heaping portions of greasy, juicy funk, jazz, soul and rap that are ten times more satisfying than the recycled tunes on your iPod.” • Esquire (USA)

“WEFUNK Radio has combined quality, diversity, and word-of-mouth to create one of the best and most reknowned hip hop radio shows.” • Wild Style Magazine (Germany)

“A blessing from the musical gods.” • PAPER (USA)

“The connoisseur selections of Professor Groove and DJ Static are conquering a worldwide audience.” • Cream Magazine (France)

“DJ Static and Professor Groove [have transformed] their affinity for funk, rare groove and hip hop into a Montreal mainstay and an international contender.” • Montreal Mirror (Canada)



Esquire

Music

■ THE FIND

WeFunk Radio: Log On. Enjoy.

Sometimes it's better to let someone else drive. For all the brilliance of the iPod, knowing exactly which of your songs is coming next means missing out on the unexpected. Thank God, then, for **WeFunk**, an Internet radio station available online (wefunkradio.com) or on iTunes (under urban radio) that dishes up grooves so gloriously nasty, they make James Brown look like Pat Boone. Beamed out of McGill University's campus in Montreal, the ten-year-old station lays out the entire genome of hip-hop, which, let's be honest, means it lays out the genome of today's pop music. All day, WeFunk serves up heaping portions of greasy, juicy funk, jazz, soul, and rap that are ten times more satisfying than the recycled tunes on your iPod. Playlists are posted online for free download. Take the funk with you. Unleash it at will. —SAM GROBART





WEFUNK AWARDS & HIGHLIGHTS

Ten European Tours – Headlining shows in France, Switzerland, U.K., Germany, Austria, Russia, Finland, Romania and Poland (2004-2010)

Stylus DJ Awards (Canada) – College Radio Show of the Year (2007)

Montreal Mirror “Best of Montreal” Readers Poll - Top 10 Montreal Radio Shows (2004-2009)

Plug Independent Music Awards - Internet Radio Station of the Year (2007 nominee)

Braun Flatgrounds Competition (Amsterdam) – Opened for Talib Kweli (2005)

Conference on Public Enemy’s *It Takes a Nation of Millions to Hold Us Back* (New York) – Special guest performers, by invitation of Public Enemy co-founder Hank Shocklee (2005)

WEFUNK ACCOLADES

“You fuckin’ guys rock! I listen to you any chance I get.” • DJ Charlie Chase (Cold Crush Bros.)

“I clicked, and I was hooked! They have the knowledge and a perfect ear for music — Big up!” • Lord Jazz (Lords of the Underground)

“I love your show!” • Daddy-O (Stetsasonic)

“I’m your biggest fan!” • Hank Shocklee (Public Enemy / Bomb Squad)

“Just wanted to show some luv! I’m feeling what you’re doing.” • AJ Rok (JVC Force)



FOR BOOKINGS AND ALL INFORMATION,
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