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## SoFloRadio.com Expands Lineup

HOLLYWOOD, FL; October 14, 2009 – The first South Florida based local entertainment radio station of its kind, SoFloRadio.com expands its daily line-up with the addition of two new talk entertainment radio shows. Byron Eggers and Brian “The Beast” London, formerly of 560 WQAM AM, join Jorge Rodriguez, Boca Brian and Joe Castello on the exclusive South Florida focused internet radio station – [SoFloRadio.com](http://SoFloRadio.com)

*The Byron Eggers Show* on SoFloRadio.com will stream weekdays, 8 – 10 am on SoFloRadio.com . Eggers show is co-hosted each day by H-Love, who doubles as Eggers’ wife, making for husband/wife morning show chemistry perfect for the internet.

“The future of radio is on the internet,” said Eggers. “I’m proud to be the start to the SoFloRadio broadcast day.”

Brian “The Beast” London moves to SoFloRadio after a long period at WQAM. Best known for his sideline reporting at University of Miami football games, “The Beast” is eager to expand his persona.

“I’m excited to let the world know that I’m into more than just sports”, London said.

*The Beast Show* will be co-hosted by Allyson Turner, a radio programming veteran from WQAM, 790 The Ticket, and CBS Sportsline (now cbssports.com) who is stepping in front of the microphone for the first time.

*The Beast Show* will stream weekdays from 3 - 5 pm. It features a combination of lifestyle entertainment and sports.

The additions to the SoFloRadio.com line up mark the expansion of the pioneering internet station recently launched in wake of media industry cuts. The station’s creator, Jorge Rodriguez, formerly of *The Neil Rogers Show*, has welcomed the expansion.

“The Beast and Allyson are just what we needed to ‘round out’ SoFloRadio.com. The Beast Show is like having a malted milk ball at the end of the day – sweet, creamy and crunchy.”, said Rodriguez.

The SoFloRadio.com broadcast day begins at 8am with *The Byron Egger’s Show*. The station’s daily line up includes *The Joe Castello Show*, 10 am – 12 pm leading into *The Jorge Rodriguez Show* featuring “Boca” Brian from 12 – 3 pm followed by *The Beast Show*, 3 - 5 pm. SoFloRadio may be streamed from many mobile devices including iPhone. To experience SoFloRadio, go to [SoFloRadio.com](http://SoFloRadio.com).