With a weekly reach of 1.3M on radio, MIX boasts the second largest audience base amongst English radio brands in Malaysia. The brand plays the best MIX of music from the 90's and now and delivers daily entertainment news on the rich and famous to fans, while celebrating everyday life in a fun way.

Brand Positioning:
Today's Best Music

Target Audience:
25 - 39 year olds

Language:
English

FREQUENCY LISTING :

94.5FM	Klang Valley
91.0FM	Penang
99.1FM	Johor Bahru
91.0FM	Alor Setar
91.3FM	Taiping
94.3FM	Ipoh
94.2FM	Seremban
91.1FM	Melaka
94.1FM	Kuantan
98.3FM	Kuala Terengganu
94.6FM	Kota Bharu
97.7FM	Kuching
101.6FM	Kota Kinabalu
99.8FM	Sandakan

Astro Channel 855

AISHAH, an accomplished TV host, emcee and actor before she joined The MIX Breakfast. Aishah can be serious on issues she's passionate about and yet inject her fun side when the need calls for it. The devoted mother of two also has a big love for the environment and an avid Liverpool FC supporter.

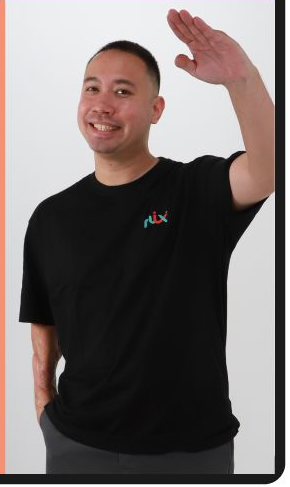
PREM, his lifelong mission is to be KL's first superhero, Supremo. bringing laughter to The MIX Breakfast with Aishah and Rod. Not many would know that Prem started his career in the music and entertainment industry as a member of a hip hop crew. He even had a stint with the HITZ cruisers before entering the world of radio announcing.

RD, culinary-trained turned radio host, RD is versatile and has hosted a variety of shows. RD is still an avid foodie and chef while taking on the entertainment world.

DASHA, is a full time singer songwriter breaking into the radio scene. She is no stranger to music coming from a musical bloodline. Her Father, Loganathan of the Alleycats, was a prominent figure in Malaysia's music scene. Following in his footsteps, Dasha is most comfortable behind the microphone and in the spotlight!

HAFIZ, an emcee, host and podcaster, Hafiz has been a long-time household name on radio and the entertainment industry. Recently, he's also taken on the marketing and retail world while still remaining a loyal Chelsea football club fan.

GUIBO, has been known for keeping Malaysians entertained in the mornings and evenings for over a decade. Pulling in star power during interviews with Hollywood stars and international artists. Guibo has also recently discovered an entrepreneurial side to his life.



Segments	
6.00 am – 10.00 am	**MIX Breakfast with Aishah, RD & Prem** Keeping your mornings real with Aishah, RD and Prem from The MIX Breakfast Show.
10.00 am – 3.00 pm	**MIX Days with Dasha** 10 songs in a row commercial free & very little talk. Just the way you like it.
3.00 pm – 8.00 pm	**MIX Drive with Hafiz & Guibo** Packed with fun and entertaining segments, they're your next door bros, your pick-me-up after a long week, and your go-to for not so serious chatter.
8.00 pm – 11.00 pm	**MIX Nights** End your day with a dose of MIX Sing Along Nights by sending us your song requests and dedications.