



With a weekly reach of 1.1M 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 / 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.



ROD, from the moment he uttered his first words as a child, he knew he wanted to be a radio announcer. After 17 years in radio in Singapore, he now joins Aishah and Prem on The MIX Breakfast. An adrenaline junkie, he's completed four marathons and two triathlons, and also loves motorbikes, bicycles and watches. When not on air, he loves nothing more than to spend time with his son and wife.



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.



PHAT FABES, who hosts the MIX Drive, gives you a great combination of the best songs and the biggest stories of the day. Traffic updates combined with his ever-loving sharp wit and signature laugh. A football fanatic who's passionate about Liverpool FC he's also crazy about food—and eating it!



ASHLEY, has appeared in many TV commercials and hosted on TV and live events. Ashley spent 2 years producing and hosting her own radio show, bringing indie bands to the forefront & exposing audiences to a wider range of music. Performing Arts is her passion; singing and dancing her way through life in a bunch of fun musicals. Ashley loves to get lost in music and actively belts out R&B, soul, jazz, pop and Broadway numbers with her band at some of the most sought after live music venues around Malaysia while working on her original material for the world.



Segments

6.00 am-10.00 am	MIX Breakfast with Aishah, Rod & Prem Triple the fun in your morning with Aishah, Rod and Prem from The MIX Breakfast Show.
10.00 am – 3.00 pm	MIX Days with Ashley 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 Phat Fabes This is your cure to the annoying evening traffic! Together with Phat Fabes, enjoy feel-good music, the juiciest gossip and good laugh every weekday evening.
8.00 pm – 11.00 pm	MIX Sing-Along Nights End your day with a dose of MIX Sing Along Nights by sending us your song requests and dedications.