

# PRESS RELEASE

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## Seven Broadcasting launches Mysteria – the Club Experience

Seven Broadcasting (who brought you Radioseven) will on September 5 progress to the next step in the development of web-based radio in Sweden launching a completely new station – **Mysteria: The Club Experience**.

Mysteria is the place to be if you love club music! House, trance and techno will be broadcasted non-stop, twenty-four-seven. During daytime we'll be playing a unique combination of softer trance- and house-music in radio edits to keep up the tempo, unlike other stations in the genre today. At night Mysteria will transform into one large "dance floor" with different DJs mixing live on-air. Each DJ is unique but the general format will be more uplifting.

### Some DJs that have signed up for Mysteria:

- Menno de Jong (one of the Netherlands most famous DJs - [www.mennodejong.nl](http://www.mennodejong.nl))
  - Danjo & Styles (Two successful Dutch DJs - [www.djdanjo.com](http://www.djdanjo.com), [www.robstyles.com](http://www.robstyles.com))
  - Progresia (One of Sweden's largest producers of progressive trance)
  - Niklas Harding (Great DJ from Copenhagen - [www.niklasharding.com](http://www.niklasharding.com))
  - Sonic Vibe
- ...just to mention a few!

Mysteria launches September 5 **at [www.mysteria.se](http://www.mysteria.se)**

### FOR MORE INFORMATION:

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**Seven Broadcasting** is actively developing web-based radio as a new media in Sweden. Originally known as Radioseven and started in 1999; Radioseven is Sweden's largest purely web-based radio station and is still growing for every day. To-

**Radioseven - Nätets Bästa Musik**  
[www.radioseven.se](http://www.radioseven.se)

day Seven Broadcasting is running the stations Radioseven the new club radio station Mysteria, the goal being to launch yet more radio stations during 2005 and 2006. Seven Broadcasting is run by about thirty volunteer youths in their spare time.

**Mysteria: The Club Experience**  
[www.mysteria.se](http://www.mysteria.se)